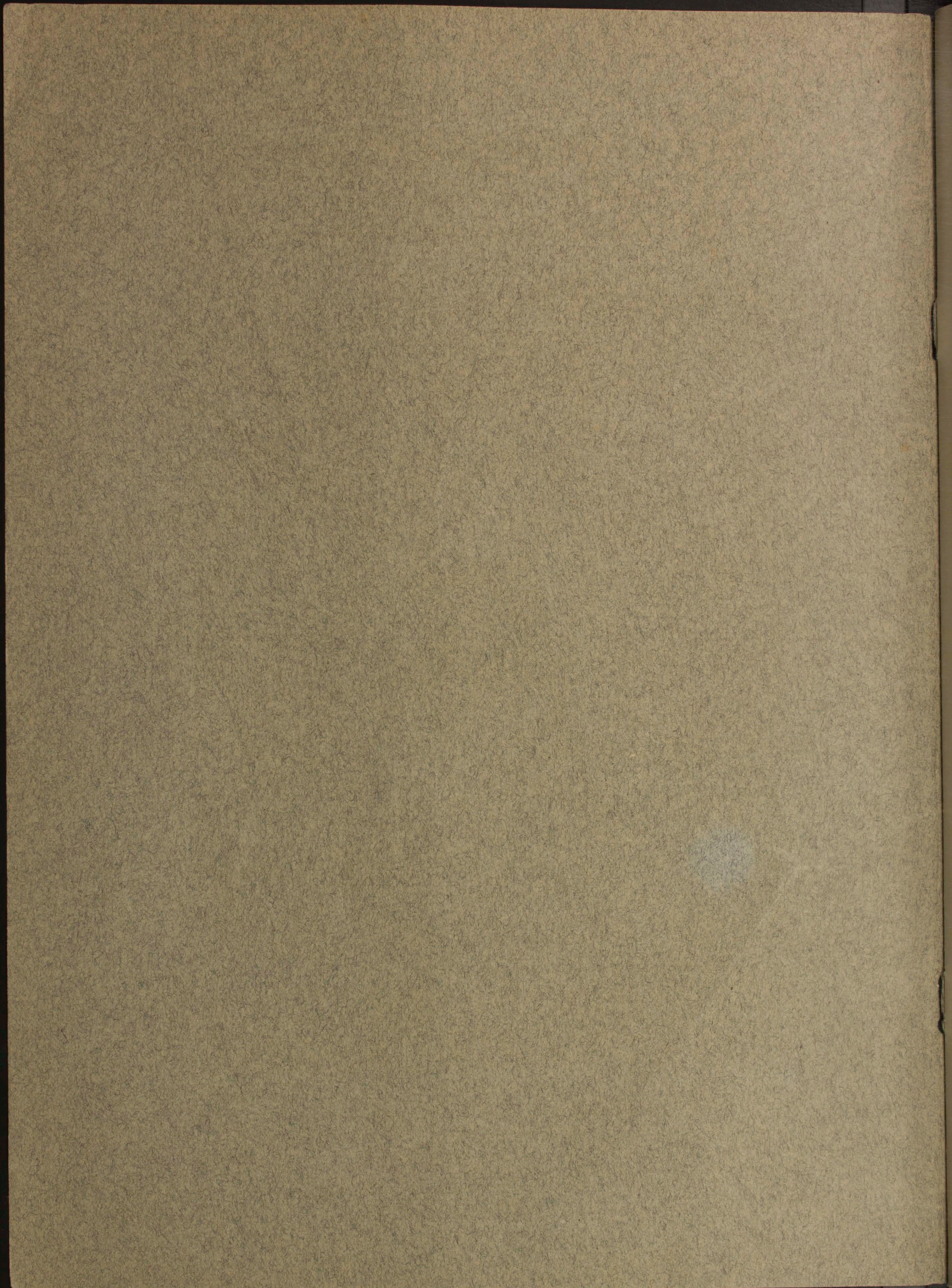


The Land of Promise

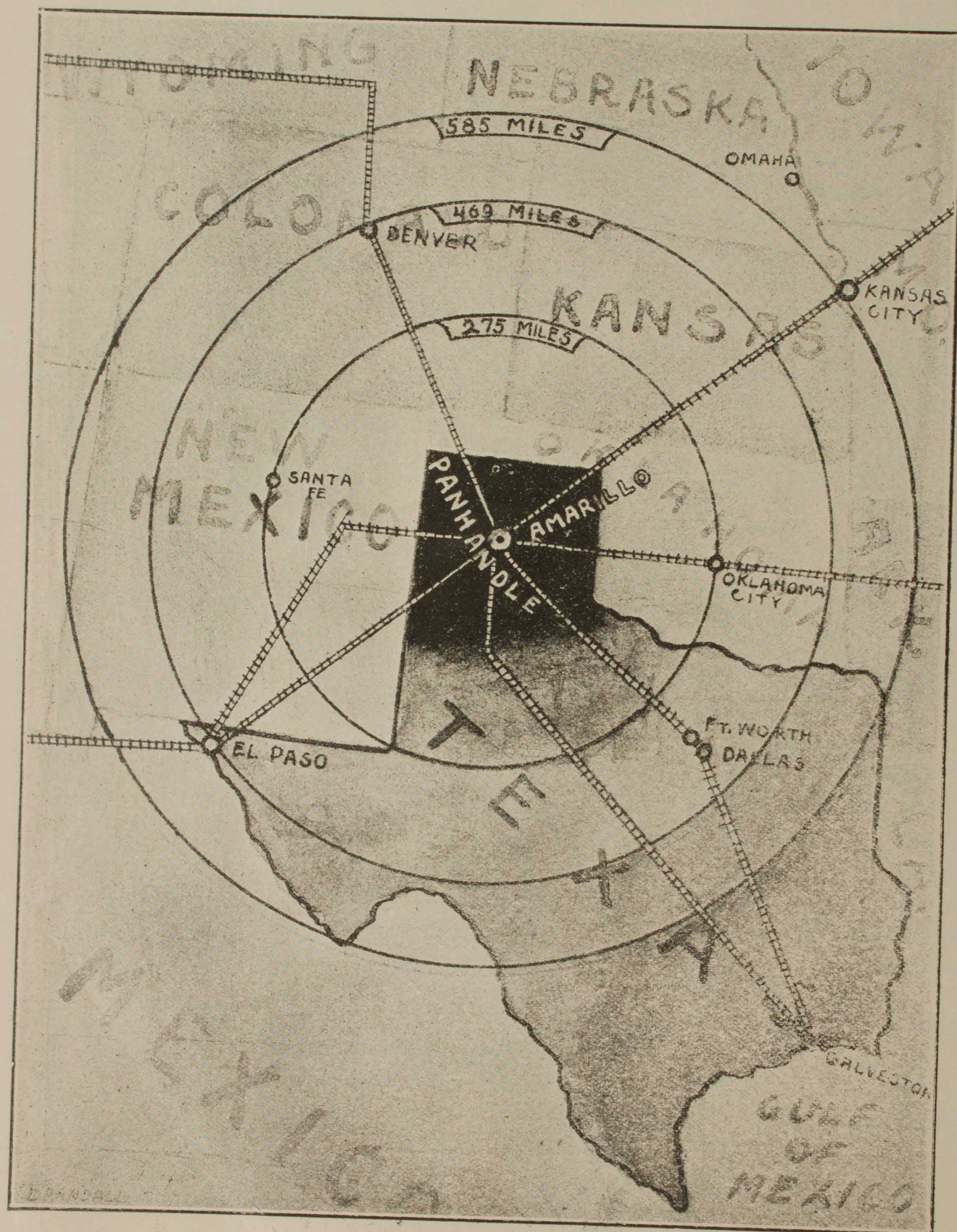


*Being the true story of Amarillo
And the Panhandle of Texas*



The Land of Promise

Being the True Story of Amarillo and The Panhandle of Texas

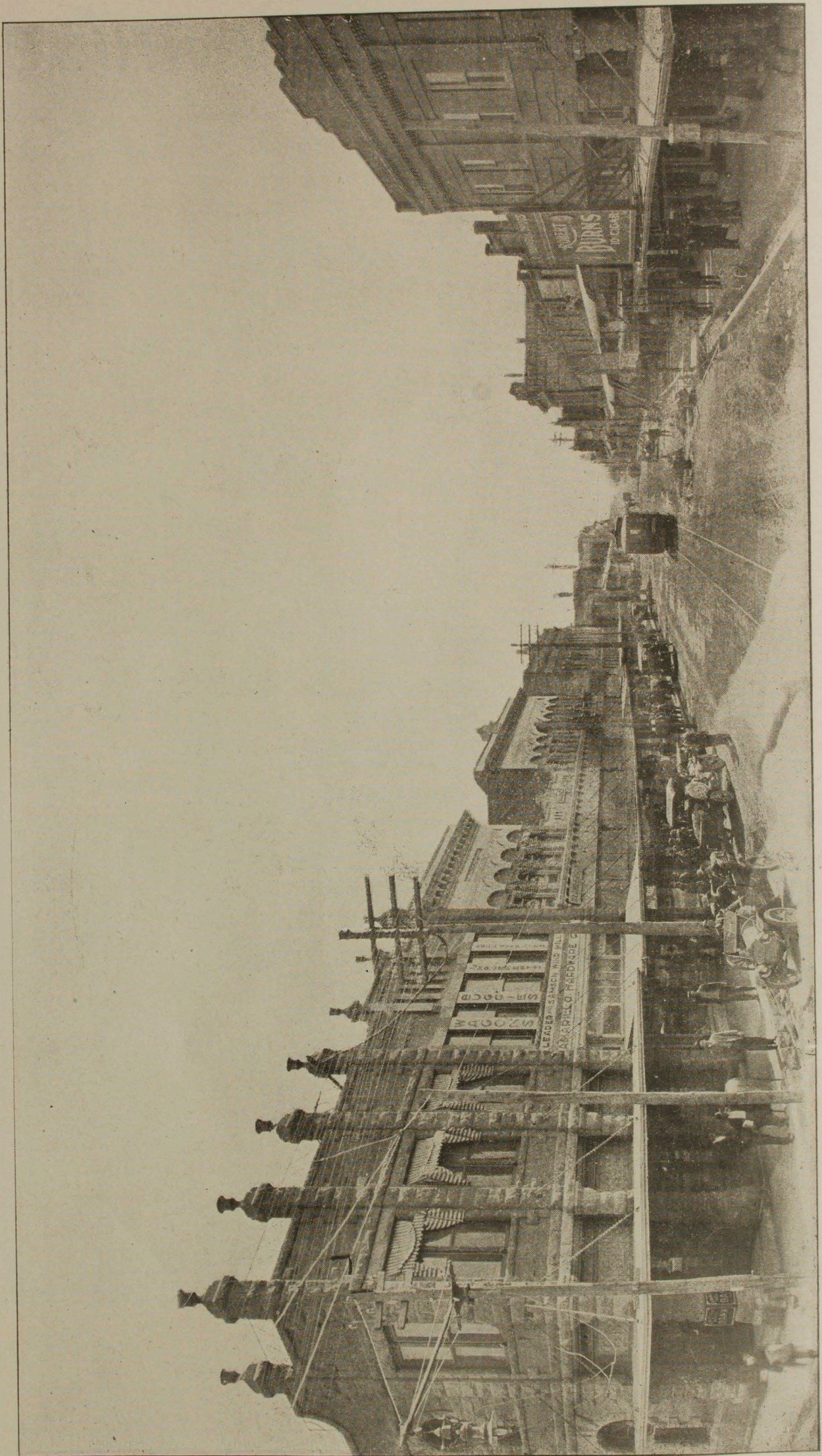


ISSUED BY
THE AMARILLO CHAMBER OF COMMERCE,
AMARILLO, TEXAS.

1911

Press of the Panhandle Printing Company, Amarillo, Texas.





Polk Street Looking South, Amarillo, Texas

Foreword

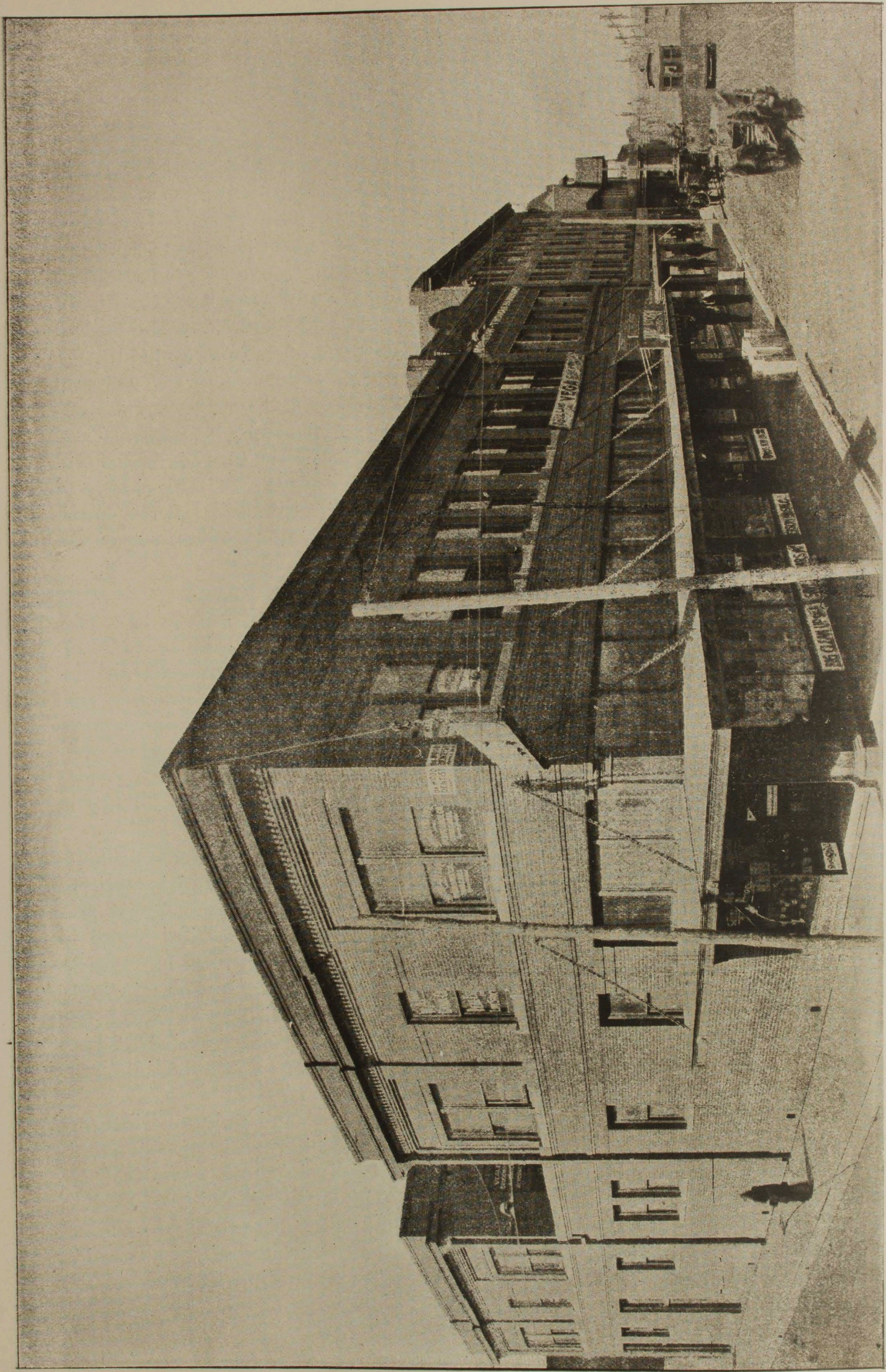
International and interstate immigration involves some of the greatest questions of the hour. It is by no means easy to solve the problems that face investors and settlers in a new country. One thing only is clear and certain—people will immigrate from one nation or section to another, seeking lodgement where opportunities multiply, where surroundings are unrestricted, where the possibilities of safe and sane investment are numberless, and where the degree of comfort and plenty and the size of possible fortunes are limited only by the purpose and effort applied.

So prevalent and pronounced are these tendencies of the age and hour, and so widespread the conditions of unrest and readjustment, that there has appeared such an unholy army of real estate buccaneers and unsavory promoters as to engulf the public in hopeless bewilderment and indecision. How to emerge from this status of affairs with any clarity of plan or programme, or how to differentiate the legitimate from the spurious, truth from buncombe, is perhaps the most serious problem facing the prospective settler or investor.

The Panhandle of Texas is a veritable Land of Promise; Amarillo is a Queen City indeed. To tell you the truth about this wonderful country is the sole purpose of this booklet. Absolute confidence can and should be accorded to all assertions herein found. The underlying aim and motive of the publication is the mutual and two-fold benefit that will accrue to the public in the way of needful, dependable information, and to the City of Amarillo and the Panhandle of Texas in attracting thither that class of citizens who will add to our stock of co-operative energy and progressive zeal, and enhance our fixed high standard of citizenship in direct ratio to the numerical growth.

With an overwhelming desire to present in this booklet only facts and figures—such a presentation as the public demands and is entitled to—the Amarillo Chamber of Commerce wishes to go on record with this statement—If any reader is skeptical regarding any assertion found in this booklet, he is invited to make full inquiry and investigation. Quick, responsive, convincing proofs are pledged in advance. In fact, the only way to come to a convincing knowledge of the truth, or to escape the pitfalls of possible real estate buccaneers, if you propose to invest anywhere, is to make a personal and thorough investigation of all claims, representations, quoted prices, and existing conditions.

Under appropriate sub-titles, the resources and points of interest of both Amarillo and the Panhandle are offered herewith as a convenience to the reader who might be interested only in some given feature. It is urged, however, that the entire booklet be read and analyzed in smallest detail, thus enabling one something like adequately to understand the undoubted and proven possibilities of the imperial Panhandle, and to realize and recognize the present commanding stature of the splendid young city of Amarillo.



Eberstadt Building and Amarillo Hotel

Amarillo

Queen City of the Plains

Many and varied are the elements essential to the growth and rearing of cities. Some will rise to a certain dimensional prominence despite apparent deficiencies and disadvantages, by the sheer pluck of indomitable business men, grimly resolved and united upon a common purpose. These are the exceptions, for hundreds of ambitious little cities the world over reach early maturity in limitations that simply can't be extended and are never overcome.

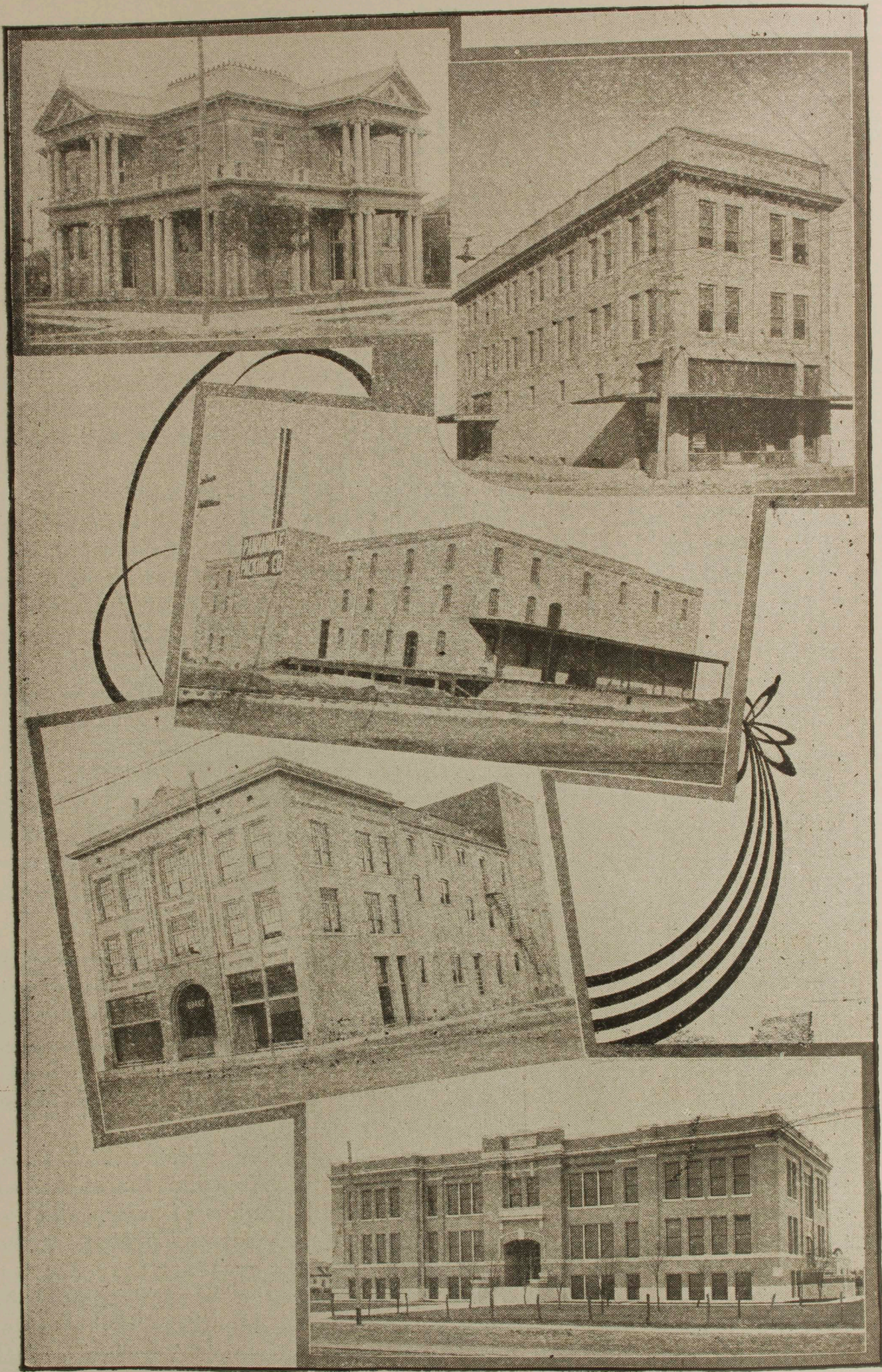
It is only here and there that the rare and all-compelling factors and requisites combine in sufficient number and strength to make possible, and in reality evolve, the truly great and big city. Geographical location, transportation facilities, extent and variety of resources of the trade territory surrounding and logically within reach, contiguity of ample and expanding markets for both raw and finished products, general and sustained healthfulness based upon the most desirable altitude and latitude, perfection of air, abundance of sunshine and that all-powerful factor, water, superlative in purity—these are the potential sinews to a city, and the rich tokens of a glorious and radiant future.

In all these things, we see the future greatness of Amarillo. Conscious of her pre-eminence and superiority in many respects, and her inferiority in none, Amarillo can and does lay rational claim to a possible and assured standing alongside the foremost interior American cities.

GEOGRAPHICAL LOCATION.

A full appreciation of the advantageous location of the Panhandle metropolis is possible only through reference to the map. In this way it is perceived that Amarillo is the geographical and trade center of the 25,000 square miles of the Texas Panhandle, and an appreciably larger area of Eastern New Mexico and Western Oklahoma, and the adjacent South Plains country, or Llano Estacado region of Texas, all of which are closely linked with Amarillo for purposes of trade and commerce.

The Panhandle alone is larger than the combined areas of Massachusetts, Vermont, Connecticut, and Rhode Island. Amarillo, therefore, has a distinctive territory for a specific commercial radius of action and supremacy of not less than 60,000 square miles, an assured nucleus in the very beginning larger in extent than either of the great states of Kansas, Missouri, or Illinois. As further accentuation of the splendid isolation of Amarillo as relates to cities that are her nearest competitors, and also the unestimated immensity of the fertile regions in which Amarillo is now and must ever remain the supreme trade and business center, you are



Elks' Home

Panhandle Packing Plant
Grand Opera House
Amarillo, Texas

Telephone Building
High School

asked to trace the entire circumference and ponder the distance from the Queen City of the Panhandle to Dallas, 367 miles; to Fort Worth, 336 miles; to El Paso, 445 miles; to Denver, 469 miles; to Kansas City, 585 miles, and to Oklahoma City, 273 miles. In all this great circle, Oklahoma City is the nearest competing point and the nearest large city.

What all this implies to the thinking man can better be imagined than described. Suffice it to say that in her unrivalled location lies much of the justification and explanation for the unshakable confidence, the irreducible claims, anticipations, and inspired fore-knowledge of the fast-approaching epochal growth and greatness of the city of Amarillo.

POPULATION

The Federal census of 1910 accorded Amarillo a population of 9957 souls found within the original incorporated limits. However, the city had grown so fast during the last few years, that there had been an overflow in all directions with the resultant population of some 2,000 outside the city boundaries and not enumerated in the government census as Amarillo citizens. From this it is seen that the present and real population of Amarillo is at least 12,000. A new city charter will soon extend our corporate limits so as to include these more than 2,000 people who already have the benefit of city conveniences, water, gas, electricity, telephones, etc.

If you look up the census report for 1900, you will see that Amarillo had a population of 1442. Now, in the absence of any gold or mining craze, it is clear that the growth of Amarillo has been phenomenal but solid. By comparing the census figures for other American cities, it will doubtless surprise you to learn that there is no city in the country with a present population of 10,000 or more that can show a relative growth as marked as that of Amarillo. Here are the accurate government figures showing the percentage of population gain of the fastest growing cities in the United States during the past decade:

Amarillo, Texas.....590 per cent.	
Oklahoma City, Okla.540 per cent	Monessen, Penna.437 per cent
N. Yakima, Wash.346 per cent	Aberdeen, Wash.265 per cent
Virginia, Minn.254 per cent	Birmingham, Ala.245 per cent
Salem, Ore231 per cent	Everett, Wash.215 per cent
Los Angeles, Cal.211 per cent	Billings, Mont.210 per cent

Reckoning on the basis of the continuance of the same ratio of growth, a population of 75,000 for Amarillo in 1920 might be forecasted. But we realize that the best city on earth cannot maintain during a twenty year period a uniform rate of population increase amounting to 590 per cent. Certain it is however, that the 60,000 square miles of available trade territory have enough resources in sight right now to acquit one of the charge of extravagance in predicting 50,000 people for Amarillo in 1920. Of course, in a territory so large and new as that tributary to Amarillo, it is entirely possible that there are undisclosed resources whose discovery and development would insure even a much larger city.

ALTITUDE AND CLIMATE.

Amarillo is 3658 feet above sea level. The mean low temperature



Star Mill & Elevator Co., Amarillo, Texas



Panhandle Steam Laundry, Amarillo, Texas.

of the summers invest the climate of the city with every attribute of the most renowned American summer resorts. The climate of Amarillo and the Panhandle country can be no more fittingly described than as being truly "incomparable."

During our summer, light wraps are required by ladies almost every evening, and no night is too warm for blankets. The autumns combine a brilliancy of sunshine with an exhilaration of the bracing atmosphere unexcelled if not unmatched in all the world. The winters with their mean temperature of 36 degrees are rightly classed as mild and balmy. The severer winds are always deflected by the mountains west and northwest, and the snows, while occasionally heavy, have their compensating benefits in abundant harvests and other inestimable advantages. In the Amarillo climate, one can be at his very best from a productive and from every other standpoint, for there are neither malaria, mosquitoes, nor pestilential insects, and sunstrokes, heat prostrations, and unbearable extremes of temperature are absolutely unknown.

Recently the chief of the local office of the United States Weather Bureau, recognizing the rapid growth of the city of Amarillo, in order to meet the many calls for information regarding the Climatology of the Panhandle, had prepared in his office a tabulated statement giving the monthly and annual amounts of precipitation, the average number of days with .01 inch or more of precipitation, the average temperature, the average relative humidity, and the average hourly wind velocity.

The monthly average precipitation in inches and hundredths of an inch for a period of twenty-seven years is as follows:

January	0.60	February	0.71	March	0.57
April	1.14	May	3.77	June	3.12
July	2.83	August	2.96	September	2.14
October	2.00	November	0.89	December	0.82

Average annual precipitation for the period, 22.55 inches.

From this data we find the seasonal value of this element to be:

Winter	2.13 inches	Spring	6.48 inches
Summer	8.91 inches	Autumn	5.03 inches

While the year of 1911 has so far been unprecedentedly dry over most of the continent, there has been no drought in the Texas Panhandle. The Weather Bureau at Amarillo has recorded from January 1 to August 31, 1911, a total precipitation of 18.57 inches, which is not far below the average annual rainfall, although there are yet four months in which we can expect at least 7 more inches of precipitation. These figures hold good for practically every part of the Panhandle and South Plains country.

The records of the Amarillo office of the United States Weather Bureau also show the following average monthly temperature for the twenty-seven year period:

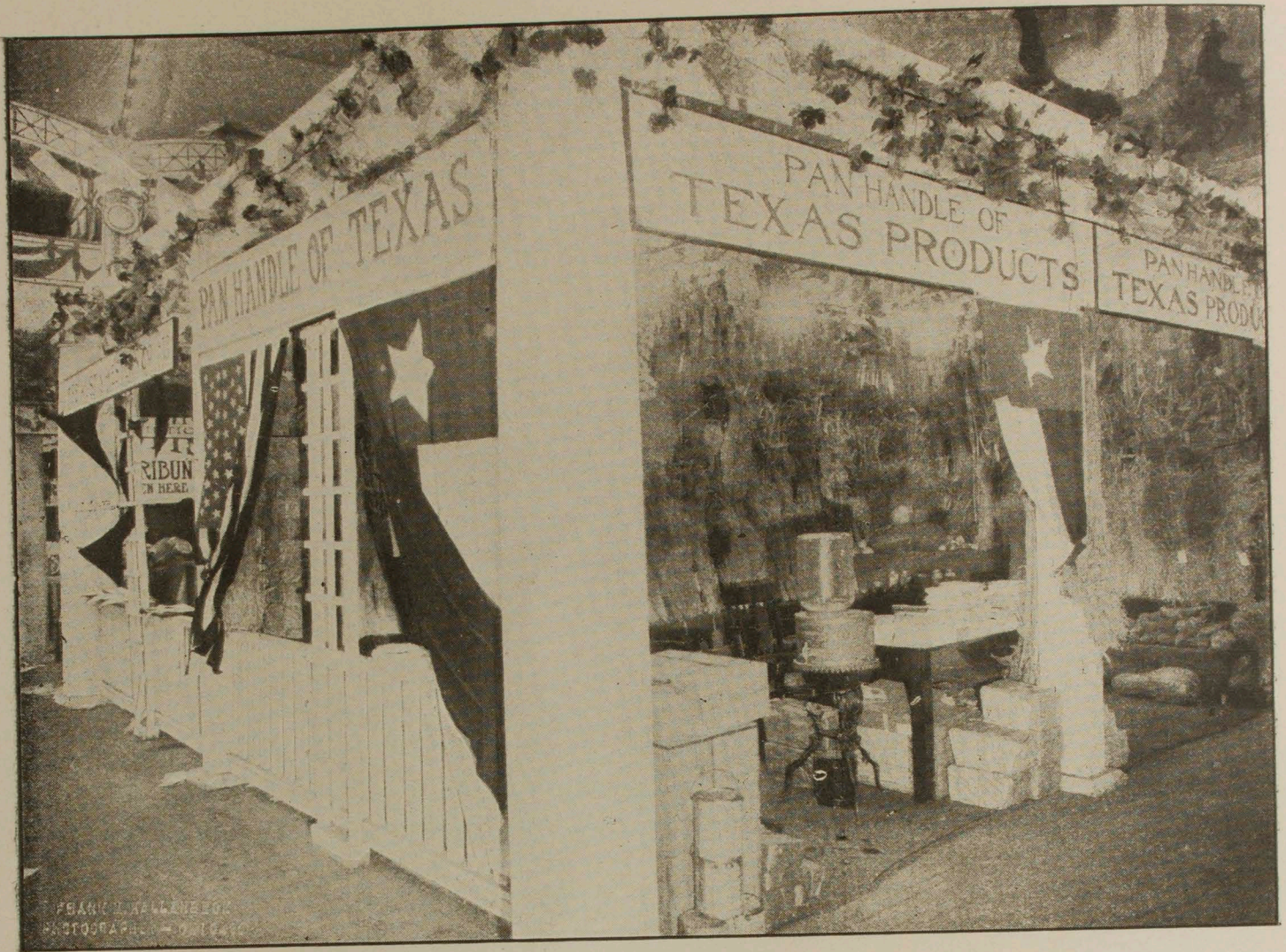
January	37.8 degree	February	35.3 degree	March	47.6 degree
April	54.4 degree	May	62.9 degree	June	71.5 degree
July	76.1 degree	August	75.4 degree	September ..	69.9 degree
October	57.4 degree	November ...	47.3 degree	December ...	40.6 degree

The average seasonal temperature of this city, therefore is as follows:

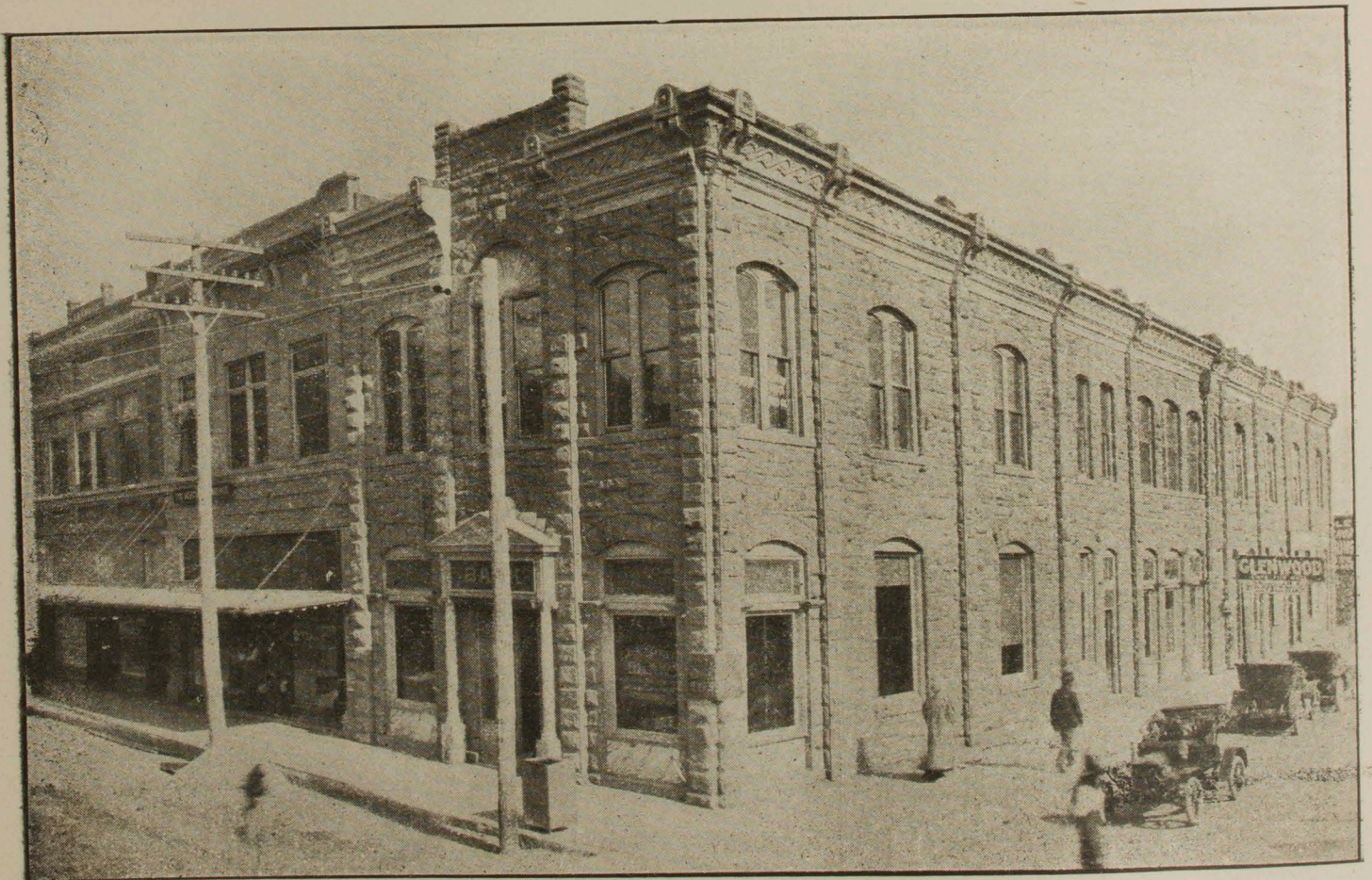
Winter	37.9 degree	Spring	54.9 degree
Summer	74.3 degree	Autumn	58.2 degree

Average annual temperature ---55.1 degrees.

The records of 125 weather bureau stations throughout the United States for the year 1909 (and it's about the same for every year), showing



Panhandle Exhibit at Chicago Land Show, 1910



First National Bank and Powell Building, Amarillo, Texas

the annual amount of sunshine and percentage of the possible, discloses Amarillo almost in the lead with 82 per cent of the possible.

The craving and quest of a genial or better climate is so universally manifest and pronounced that the very sound of the words, "an excellent climate," is magical in its effect. Inasmuch as Amarillo has such a boon to offer in this over-shadowing asset, it is deemed timely to quote from a recent address of such an eminent authority as Dr. David R. Fly, a resident of this city and at this time President of the Texas State Medical Association. The address in question was delivered before the annual convention of the State Association held in Amarillo last Spring. Dr. Fly says:

"The healthfulness of a country is a paramount consideration at all times. Pure air and pure water are decidedly more vital in their consequence than rich soil and good seasons; and where they all exist, as they do at Amarillo and in the Panhandle, is found the ideal abode of man.

"Between the great upper and lower prairie regions of America, the latter is handicapped by excessive humidity that breeds myriads of troublous insects and diseases against which there must be waged continual warfare, and from which there is suffered unpreventable losses. In the glorious uplifted prairie regions where the sun shines ninety per cent of the time throughout the year, and every breeze is fraught with ozone and tonic with health, the soils are still better for the higher purpose of man, and the climate will forever protect him in field and in orchard from the host of incurable evils which beset the producer of crops in the humid districts toward the level of the sea.

"Climatologists are a unit in awarding the plains of the Panhandle the reputation of being one of the most healthful regions on this continent. Under the influence of the Amarillo climate, many diseases are cured and others materially benefitted, among which might be mentioned all forms of tuberculosis, asthma, bronchitis and malaria. It has been my pleasure to observe many cases of the above mentioned diseases that have been cured by a residence in Amarillo. Surgical cases operated upon in Amarillo have shown a remarkably low mortality, being influenced favorably, no doubt, by the atmosphere and the almost perennial sunshine which creates a condition very unfavorable to germ life of all kinds."

This is but a sample of the tributes paid to Amarillo's climate by all physicians and by every one else familiar with the merits thereof.

WATER SUPPLY—QUANTITY AND QUALITY

How much the prosperity, health, comfort, and well-being of any given community or region of country, or the possibilities and future of any given city without regard to all other advantages are dependent upon the sufficiency and wholesomeness of the water supply, cannot be expressed in mere words. The Panhandle has the best water supply of any district in Texas; and, all phases considered, it is probable that no section of the United States can show a water supply of equal quantity and quality.

Lying under the Panhandle at a depth ranging from 10 to 350 feet is a sheet of flowing water, found in a stratum of water-bearing sand from 10 to 12 feet thick. In some districts near Amarillo at the present time water is being pumped from this stratum at the rate of 1500 to 2000 gallons per minute for every well drilled in it. The source of this great supply of water is problematical and as yet unsolved by the most eminent geologists and hydraulic engineers; but it is known beyond question that it is flowing water, and not underground pools. Severe and sustained tests have been made, and no well or combination of wells, regardless of their frequency and nearness, have ever been able to diminish the supply.

Not content with this superabundant supply, nature has provided another stratum of water-bearing sand at a depth varying from 200 to 400

feet, with quality the same and quantity even greater than the stratum first reached. Neither drought nor flood affect in the slightest degree this phenomenal subterranean water supply. Prodigious development is now being made for irrigation purposes, to which more extended reference is made in the agricultural division of this booklet.

The City of Amarillo derives its water from a system of wells averaging nearly 300 feet in depth, the pumping being done by the producer gas machinery. The plant at Amarillo is one of the most modern and extensive deep well pumping systems in Texas—or in the United States, for that matter. The wells and machinery now standing can pump and deliver 1,500,000 gallons of water per day, an ample supply for a city of 25,000 inhabitants. As the city grows, to meet the increased water demand, it is only necessary to add more wells; and however big the city may become the water supply is thus made secure forever.

As just stated, the water is lifted from a depth of 300 feet; its source being a flowing stratum of sheet water, it is therefore free from all possible pollution. Amarillo and Panhandle water is uniformly cool, standing when fresh at a temperature of 52 degrees even in summer, and making the use of ice unnecessary for drinking purposes.

The purity and quality of our water can best be judged from the following authentic government chemical analysis, made with water taken from four wells in or near Amarillo, two of which reached the first water-bearing stratum, the other two reaching the lower stratum. In



Potter County Court House, Amarillo, Texas.

the table below, we have averaged the tests of each stratum, thus presenting in each of the columns the combined tests of two wells:

Average depth 305 feet	(Analysis by W. A. Powers.)	
	2 wells 1st stratum	2 wells 2nd stratum
	grains per U. S. Gallon.	
Lime sulphate	Trace	1.3
Lime Carbonate	14.4	14.0
Magnesium sulphate	0.3	0.8
Suspended matter	Trace	Trace
Total incrustants	14.7	16.1
Sodium chloride	0.9	0.8
Sodium sulphate	6.8	4.8
Total solids	22.4	21.7
Alkalinity	14.0	13.8

This analysis reveals but 22.05 grains of solids to the gallon, which denotes a remarkable purity and wholesomeness. It also shows that all the solids contained or found are beneficial; in fact, physicians prescribe in one form or another every one of the solids contained in Amarillo water.

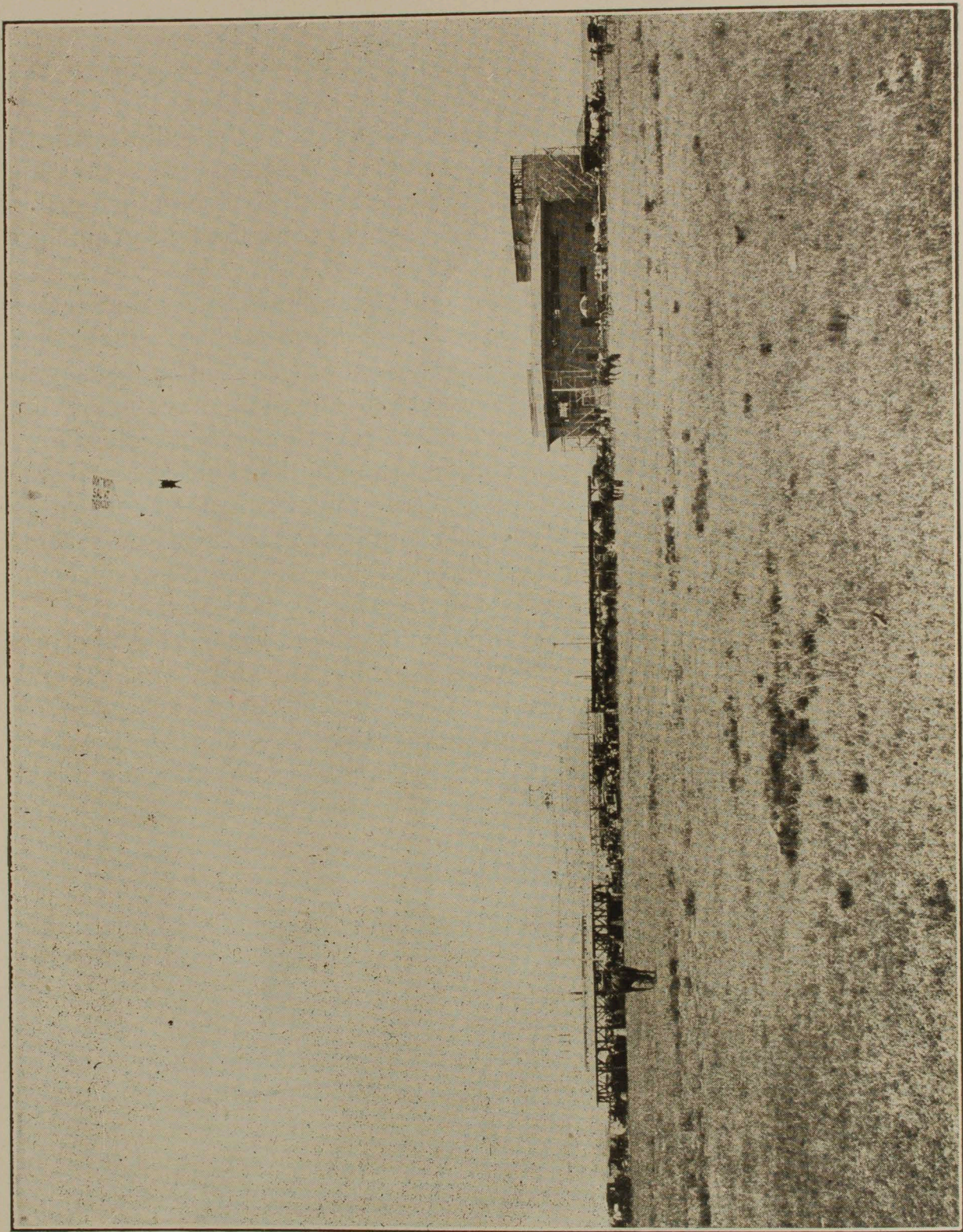
Experience and analysis also disclose the remarkable coincidence of a deep well water that will form no scale in steam boilers, giving the water inestimable value for steam purposes. Mr. F. A. White, manager of the electric light plant, says: "The boilers of our plant have been run six months at a time without being shut down for a general overhauling, and during that period the water is changed in the boilers but a few times. At the end of the period you could take a hose and wash out everything in the form of sediment and could see the hammer marks on the rivets, thus showing that there is nothing in the water that will attack or corrode the iron, and nothing that will form a scale hurtful to the boilers."

The straightforward, truthful, and unchallenged story hereinbefore related about Amarillo's location, climate, seasons, air, and water, should measure up to the fullest expectation and requirements of any man or woman alive. It should imbue every reader of this booklet with the deep conviction that Amarillo is transcendently endowed with all the natural and fundamental essentials for the making of a great city.

RAILROADS.

There cannot be enough good things in a town or city to overcome the deficiencies that so often exist regarding the number and right sort of railroads. But, where the broadest and rarest advantages are found united with three of the biggest and most aggressive and progressive independent transcontinental railway systems of all America, approaching their intersection from all the cardinal points of the compass, as in the case of Amarillo, you have a redoubtable array of transportation conditions as compelling in their attraction as the most powerful magnet, and before which all wavering uncertainty and skepticism must disappear as the mist before the sun.

The three railway systems entering Amarillo are the Santa Fe, Rock Island, and Colorado & Southern. The mere mention of these railroads is proof to the intelligent reader that Amarillo must rank high in closeness of contact and facility of communication with all sections, seaports, and cities of the United States and North America. We leave the



Near Glenwood Park, Amarillo, Texas

immense benefits of such railway facilities to the imagination rather than to attempt a detailed enumeration thereof.

THE SANTA FE

Following the experimentation and demonstrations of the best agricultural experts for a number of years, during which closest study was made and proofs obtained of the soil fertility, precipitation, certain abundance and variety of crop production in this section, the great Santa Fe system, with its accustomed foresight, undertook and is just now completing in the Panhandle of Texas some of the most expensive and far-reaching railroad construction and extension ever attempted in the state of Texas or all the Southwest. Figures covering the total cost or outlay are not available; but it is known they cannot fall short of many millions of dollars, with the work yet to be done proceeding vigorously and expeditiously.

For such purposes as developing a vast new territory of boundless resources, and in handling a large percentage of the continental commerce and for performing the largest units of service along the shortest and most natural lines of least resistance, the Santa Fe has constructed several hundred miles of new road, embodied in its Belen cut-off and the line from Amarillo to a connection with the Gulf Division at Coleman, Texas. In addition to this, the several hundred miles from Amarillo to Texico, and from Amarillo to Newton, Kansas, have been rebuilt and reballasted, using only rock ballast and the heaviest of steel rails.

Uniform structural solidity, indestructibility, and architectural fitness are everywhere manifest in bridges, freight and passenger depots, office buildings, rest and reading club houses, Harvey eating houses, yards and terminals. This involves the most pronounced readjustment of the freight and passenger movement of the Continent. Amarillo is now on the most direct air-line from New Mexico, Arizona, northern old Mexico, California, the Pacific Coast states, western Canada, and Alaska, with the combined imports of the Pacific Coast cities passing through Amarillo to the Gulf, the Southeast, and to all the country north and northeast, including the farthest Atlantic Coast states. Passing through Amarillo today can be seen fast eastbound trains composed of from 50 to 60 cars, containing California fruits, Pacific Coast products, or silks from China and Japan, and all manner of commodities requiring despatch and safety in transit.

Amarillo is now the Santa Fe's gateway for all fast service between Chicago and intermediate points and the Pacific Coast, as well as between the Pacific Coast and Chicago and the Gulf Division with Houston and Galveston as the ports and southern termini. There are daily through fast mail and passenger trains from Chicago to San Francisco and vice versa; a daily train from Amarillo to Kansas City and vice versa; daily local passenger service from Amarillo to Clovis, N. M., from Amarillo to Galveston, from Amarillo through the famous irrigated Pecos Valley of New Mexico, to Pecos, Texas, and from Amarillo to the southwestern

and southeastern plains termini of the Santa Fe's branch line at Lamesa, Texas, and Floydada, Texas. Amarillo is the home of the many freight and passenger conductors and crews handling the many through and local passenger and freight trains of the Santa Fe lines.

Nothing could be more significant of the Santa Fe's estimation of Amarillo than the fact that this city has been made one of the three grand division headquarters of the entire system. The General Offices of the Southwestern Lines are located in Amarillo, involving the permanent residence in the city of a Vice President and General Manager, a Vice President, a Secretary-Treasurer, General Solicitors, General and Division Superintendents, General and Division Freight and Passenger Agents, Livestock, Claim and Baggage Agents, General and Division Auditors, Trainmasters, Mechanical Superintendents, and Engineers.

The present holdings of the Santa Fe in Amarillo are as follows:

197 acres right of way valued at \$500,000.00	Wells and layout	75,000.00
26 miles of side track	Passenger Station	100,000.00
Store House	Freight depot	40,000.00
Roundhouse	General Office	50,000.00
Sandhouse	Coal Chutes	9,500.00
Storage Oil tanks	Miscellaneous buildings	20,500.00
Powerhouse		
7,000.00	Grand total	\$1,157,400.00

Special attention is directed to the Santa Fe's 197 acres of right of way within the limits of Amarillo, which can have but one meaning, namely, a provision for growing terminals and ultimate magnitude second to none, if not really to be the first, of the entire great system.

Through reciprocal traffic arrangements made with the Frisco system, the Santa Fe will inaugurate with its fall time-card through sleeping car service to the Pacific coast via Amarillo from Memphis, Tennessee; St. Louis, Missouri; Springfield, Missouri; and Kansas City; also from New Orleans with connection with Galveston via Houston. The interchange of all through passenger business will be effected at Amarillo. All this is in addition to that service hereinbefore mentioned now in effect over the Santa Fe lines. It will be readily seen, therefore, that in the past and future development and growth of the Queen City of the Panhandle, the Santa Fe Railway Company must be considered a most potent contributing factor; while its 1200 present officials and local employees, and the enormous amount of money that it causes to circulate in the city are recognized forces for the upbuilding of a greater Amarillo.

THE ROCK ISLAND.

It is a well-known fact that the Rock Island Lines traverse the great producing sections, and reach the centers of trade and densest population and manufacturing of a vast territory almost equal to half the continent. With tremendous energy the Rock Island is zealously co-operating in the development of the Panhandle and the upbuilding of Amarillo, its metropolis.

The Rock Island maintains through Amarillo a double daily service from Memphis, Tennessee, to the Pacific Coast, affording Amarillo a direct air line connection with all the central and south Atlantic states through the Memphis gateway. All freight and passenger trains of the



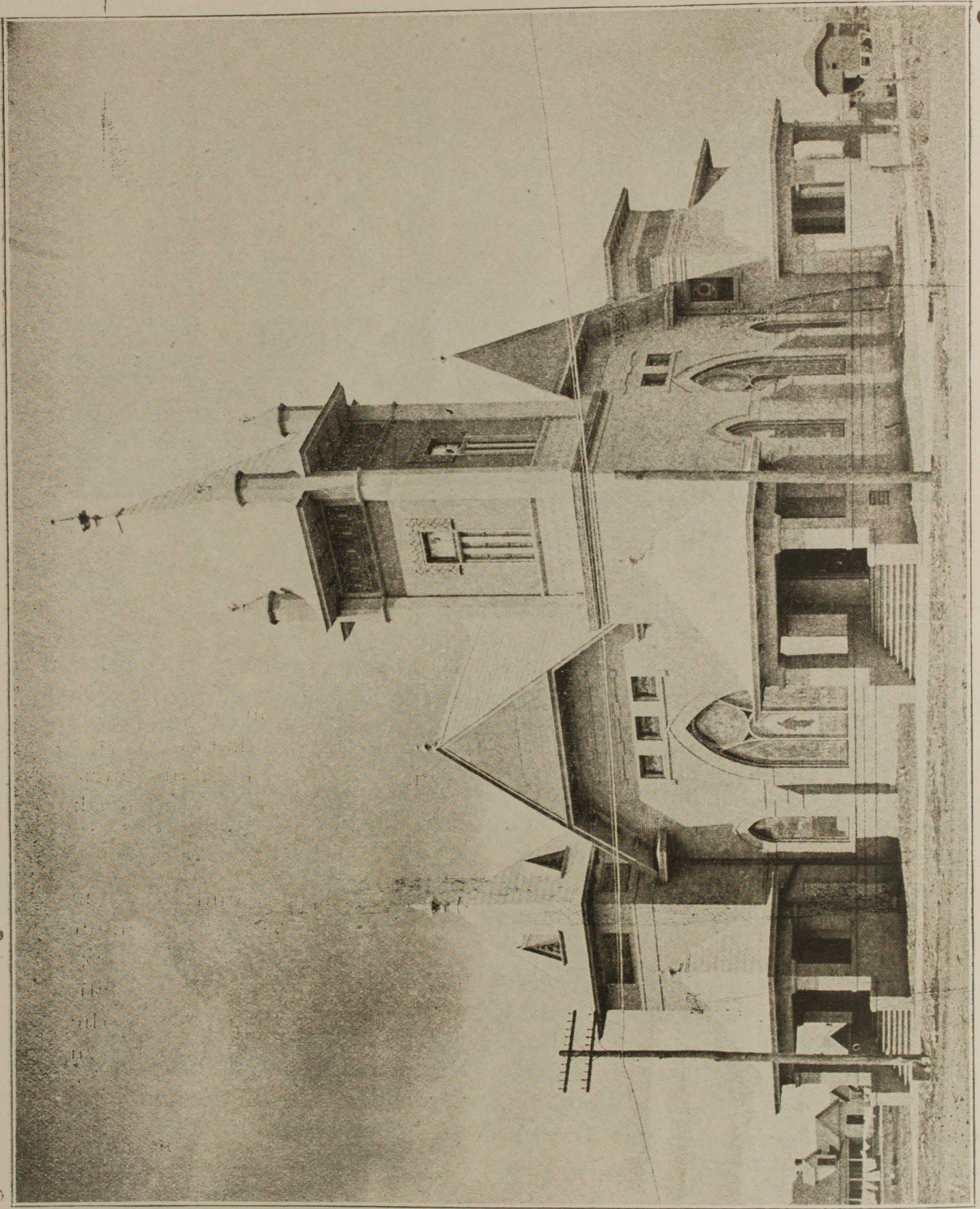
First Baptist Church, Amarillo, Texas.

Rock Island after leaving Amarillo, connect closely with the southern trains of the system to Ft. Worth, Houston, and Galveston. At Tucumcari, N. M., 112 miles west of Amarillo, close connection is also made with the Chicago, Kansas City and St. Louis trains of the Rock Island lines. As in the case of all Santa Fe trains, the passenger trains of the Rock Island through Amarillo carry dining cars and sleepers equipped with electric fans and electric lights.

Amarillo is division headquarters of the Rock Island, and the home of many of its officials. The company has a splendid \$25,000 passenger station, some 25 acres of yardage, and other acreage in the city for expanding terminals and other improvements commensurate with the definite future of a fast-growing young city. As a very evident proof of the Company's belief in this town, the Rock Island has opened an up-town office in one of the best buildings on the principal street of Amarillo, where a corps of courteous and live-wire officials give the public the same efficient service that is to be had in similar offices in the big cities of the country.

THE COLORADO & SOUTHERN

This important line, or that part of it formerly known as the Fort Worth & Denver City, is the pioneer railroad of the Panhandle. In its growth, the Colorado & Southern extended its line to Galveston, and ac-



First Methodist Church, Afarillo, Texas.

quired several lines in Colorado, ultimately reaching an importance indispensable to the completeness of the Burlington System, of which it is now an integral part—a powerful link connecting Galveston and Denver; the mountain states, and the Pacific Northwest as covered by the Hill lines, with their termini at Portland, Seattle, Tacoma and Vancouver.

The Colorado & Southern (still known locally as the Fort Worth & Denver) operates through Amarillo two passenger trains each way between Fort Worth and Denver. These trains are fully vestibuled and carry electric lighted and fan-cooled dining cars and sleepers from Galveston and San Antonio via Fort Worth to Denver and the Pacific Northwest.

Within the limits of Amarillo this railway company has 90 acres of ground, a passenger station costing \$60,000, a \$15,000 freight depot, an eating house and hotel worth \$40,000, a roundhouse, machine shops, and other holdings aggregating half a million dollars. It also has division headquarters at Amarillo, where a large number of officials and employees are required.

With these three transcontinental railway lines, and one branch line, meeting at Amarillo, this city is afforded seven gateways or outlets to the markets of the country. Amarillo's transportation facilities are very attractive to the prospective investor and manufacturer. Many who are interested in this city as a location for industrial enterprises have confessed that their eyes were turned towards Amarillo because it is "On the Way to Everywhere" in the West, the Southwest and the Northwest. There can be no doubt but that Amarillo is destined to be a conspicuous manufacturing and trade center, because it has the railroads and the right freight rates now.

An analysis of the figures here given as relating to the railroads of Amarillo, and their bearing on the present and future growth of the city, must prove profoundly impressive to all thinking men. Nothing could be more obvious than that, as a point of concentration, of assembling for distribution of the products and wares of a large section, the establishment of supply depots, wholesale and manufacturing institutions, and all manner of commercial enterprises, Amarillo has advantages that enable her to challenge comparison with any city of equal size in the United States, and with many of even a much greater size.

MUNICIPAL GOVERNMENT

Amarillo is governed by a Mayor and five Aldermen elected biennially by popular vote. In the conduct of the city's business affairs, these officers have always given evidence of a progressive, vigorous, and honest administrative policy, being in close touch and harmony with the people.

The City has an attractive and commodious City Hall costing \$25,000.00, the second floor of which is occupied by the offices of the Chamber of Commerce. There is a \$15,000.00 station for the Fire Department, the equipment of which includes two horse-drawn trucks, and a modern auto fire truck for which the City recently paid \$6,000.00. The livestock,

street grading and cleaning equipment of the city are valued at \$10,000.00. Other property of the municipality will be treated under separate heads.

TAX AND FIRE INSURANCE RATES

Taxes are lower in Potter County than in most other counties of the State of Texas. That means that the resident of Amarillo has a light burden of taxation to bear. The city tax is 65 cents on the hundred dollar valuation, while the county tax is only 39 cents on the hundred. School and special taxes increase the rate to \$1.78 per hundred for all purposes of city, county and state.

The extensive modern equipment and efficiency of the City Fire Department makes possible the very low rates on fire insurance that obtain in Amarillo. The average rates for business houses vary from 90 cents to \$1.25; while the rates for residences run from 80 cents to \$1.25.

SEWERAGE AND SIDEWALKS

There is in Amarillo an unexcelled sewerage system for the entire city within the corporate limits. At a cost of \$150,000 the 65 miles of this system have been laid, and a bond issue has just been made for a \$15,000 extension of the sewerage system. With the abundant water supply of the city, this sewerage system insures a perfection in sanitation equalled by not many cities and surpassed by few if any.

In the residential section of the city, cement sidewalks have been



Lowrey-Phillips School (just completed) Amarillo, Texas.

laid with a uniform width of 4 feet; while the width of the walks of similar material in the business district is 14 feet—a wise provision for the present growth and the bigger growth to follow. As the walks are extended, the city supplies cement street crossings wherever streets are not yet paved. At the present time there are nearly 130 miles of such sidewalks and crossings within the limits of the city, and the work of laying sidewalks progresses at the rate of about 2 miles per month.

STREET PAVING AND IMPROVEMENT

Last spring the city let a contract for the paving with vitrified brick of 34 city blocks, chiefly in the business district. This work has been under way for some months, with the result that half of the paving on this contract has been completed. The work will continue, however, after the life of the present contract, because the city has just voted \$10,000 for an extension of street paving. The cost of this street improvement is \$235,000.

All unpaved streets in the city are kept graded with a view to perfection in drainage and compactness. A city engineer of experience and proven ability plans, directs, and supervises all paving, sidewalks, and street improvements of whatsoever character.

COURT HOUSE

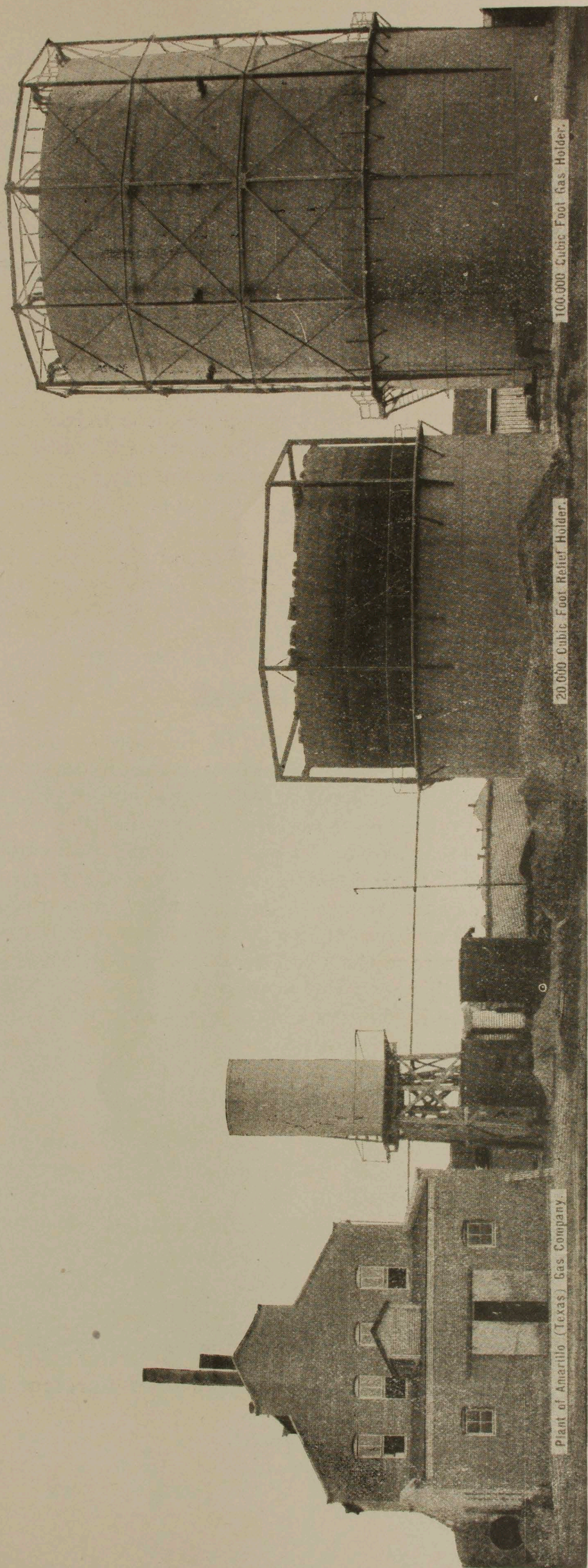
Amarillo, being the county seat of Potter County, has an imposing courthouse of natural grey sandstone, representing an outlay of \$100,000. On the Court House square there is the county jail, a very ornamental structure, which we are proud to say houses very few inmates.

At the last session of the Texas Legislature Amarillo was made the seat of the Court of Civil Appeals of the Seventh District, embracing forty-eight counties. In order to provide adequate and proper quarters for this Court, as well as to meet the growing requirements of the other courts, it is planned to raze the present Court House and erect another to cost \$300,000. In this way the needs of the city and county will be amply provided for, while the new Court House will be more in keeping with the certain future greatness of Amarillo.

FEDERAL BUILDING

Two years ago the National Congress created the Sixth Federal Court District of Texas with its seat at Amarillo. So important were the sessions of this court during 1910, that Congress appropriated \$200,000 for a Federal Building in this city. Public-spirited citizens donated a most desirable and acceptable site, so that the entire \$200,000 will go into what should be one of the handsomest Federal buildings in all the Southwest. The work of constructing this building will be started in the near future.

There are exigencies that will hasten the completion of the Federal structure, such as the utter inadequacy of the present Post Office



Amarillo Gas Company's Modern Plant.

building and facilities, the needs of such other divisional headquarters of various branches of the government service as the Bureau of Animal Industry, the Sanitary Bureau, Experiment Station Offices, Federal Commissioners, Referee in Bankruptcy, etc.

UNITED STATES WEATHER BUREAU

Just opposite the site of the proposed Federal Building is the local office of the Weather Bureau. It is a substantial structure of two stories, and occupies the center of a quarter-block lot. The lawn and grounds of this lot are well cared for, and bespeak a love for floriculture that is very laudable in the employees of Uncle Sam's Agricultural Department. This office is visited annually by a large number of school children and others, who look upon it as an institution of learning. The records of the office disclose the fact that of the 40,000 home-seekers visiting the Panhandle in a recent year, over 70 per cent were visitors at the local Weather Bureau.

Schools and Colleges

AMARILLO PUBLIC SCHOOLS

The people of Amarillo have every reason to be proud of their public schools. The City owns seven school buildings worth \$250,000. All these are brick structures, steam heated, electric lighted, and equipped with every known device for surest exit, best ventilation and sanitation.

The Amarillo High School building was completed last winter at a cost of \$65,000. It is a model of its kind, and one of the best equipped high schools in the state. It has a department of manual training and domestic science; an extensive laboratory equipment for Physics, Chemistry, and the Natural Sciences; a large gymnasium, with all kinds of apparatus, hot and cold shower baths, and swimming pool.

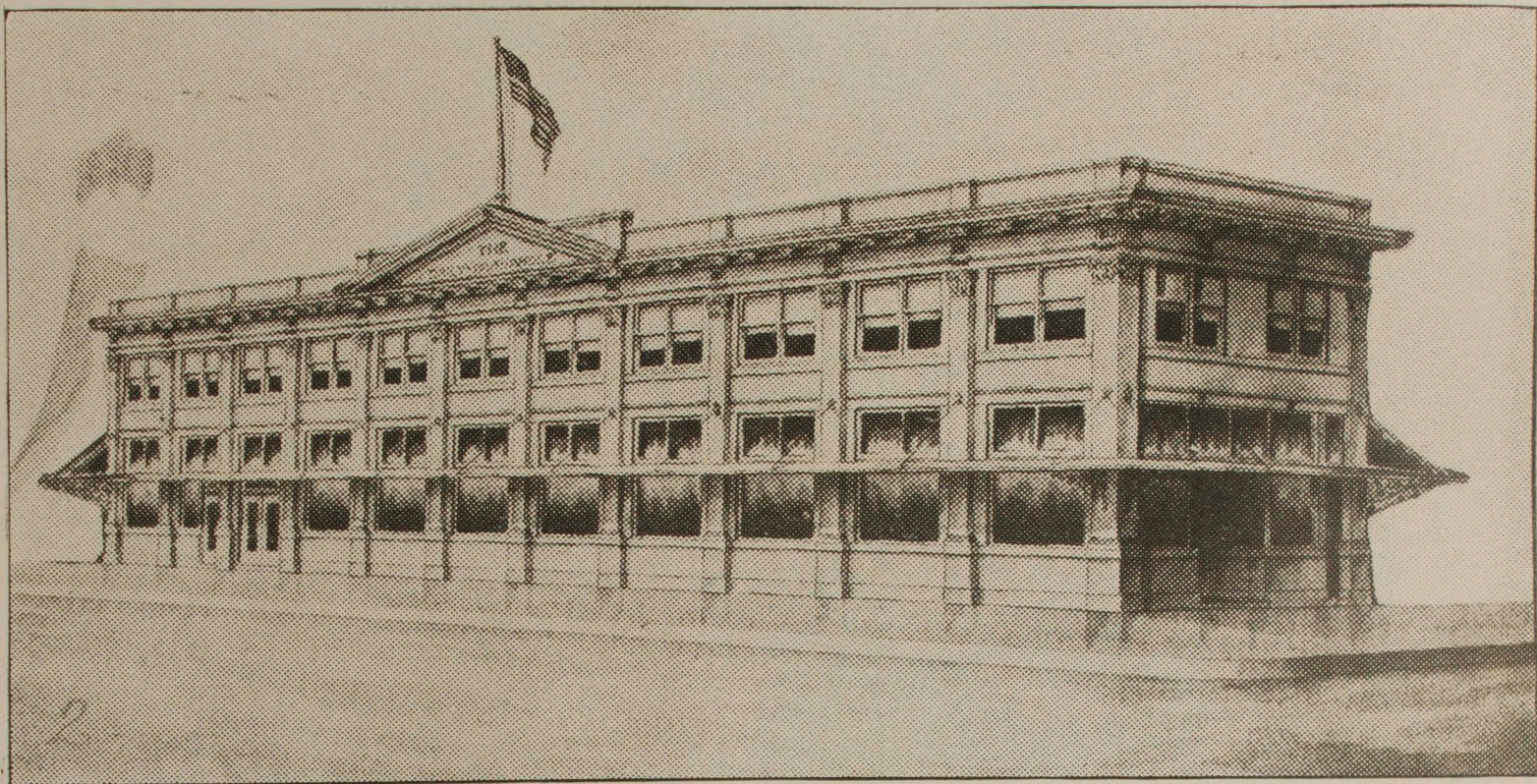
For the benefit of all who are interested in the best school advantages and who appreciate the amplest and best school provisions, the following statistical information regarding the public schools of Amarillo is submitted:

The length of the school term is nine months, beginning on the first Monday of September.

All pupils over seven years of age who reside in the school district attend free for the entire term. Children between six and seven years old may attend by paying tuition to the amount of \$2.00 per month. Boarding pupils, or those who do not reside in the school district, must pay \$2.00 per month tuition.

Number of teachers engaged, 43; aggregate payroll of teachers for the term, \$26,350.

Number of pupils enrolled in the public schools during the term of 1910-1911, was 2115 whites, no negroes. There is a movement on foot



The Daily Panhandle Building, Amarillo—
Draughon's Business College on Second Floor.

to build a separate school for negro children, there being about 25 of scholastic age in the city at the present time.

In the primary and grammar school courses there are seven grades, and four grades in the High School, with provisions for an extra year's work, so that students can get a higher education without leaving home. No tuition or age limit is placed on these advanced students, who attend free.

There are 1400 volumes in the public school libraries. Students of the High School publish a monthly magazine of considerable merit.

All teachers must have first grade state or higher certificates. Almost all are graduates of Normal Schools, Colleges, or Universities. Those in the High School department have degrees from such institutions as the University of Texas, Trinity, Louisiana, Smith, Johns Hopkins, and the University of Chicago.

The Amarillo High School is affiliated with the University of Texas in twenty and one-half units, this carrying affiliation with all leading colleges and universities in the state, and admitting to Freshman and some Sophomore classes without examination.

The city public schools of Amarillo are distinct from all county or private schools, the system being incorporated under the laws of Texas as the "Amarillo Independent School District," including the city proper and its suburban territory for several miles in every direction.

THE LOWREY-PHILLIPS SCHOOL

With climate and water guaranteeing a healthfulness and vigor equalled by but few sections, the Texas Panhandle has decided to educate its boys and girls at home, and to build up such superior academies

and colleges as would compel a liberal attendance from the warmer and lower altitudes of this and other states. Responsive to this new and revolutionary programme, the Lowrey-Phillips School was founded in Amarillo in 1910.

The gentlemen at the head of this institution have enviable records as educators, and their faculty comprises graduates from some of the most famous universities of the country. A conservatory of music is conducted in connection with the school, and this department is in the hands of men and women of national reputation.

Messrs. Lowrey and Phillips have just completed a four-story brick and concrete building of artistic design and most modern equipment as the new home of their school. The campus and grounds embrace 30 acres on the summit of University Heights, overlooking the city on the northwest, and reached by the street railway lines. A companion building will be constructed in the near future as a dormitory for girls, while other buildings will be erected as the needs of the school demand. It is confidently believed that this school will eventually develop into a Panhandle University.

THE AMARILLO ACADEMY

Over on San Jacinto Heights, to the southwest of the city proper, the Seventh Day Adventist denomination conducts a college known as the Amarillo Academy. It is a splendid structure of cement blocks, costing \$15,000. In connection with the college, there is a church and a building for industrial training and development.

DRAUGHON'S PRACTICAL BUSINESS COLLEGE

In our day and time a good and reliable business college is deemed almost a necessity in every progressive community. There is in Amarillo a Draughon Practical Business College, which is a link in the famous chain of 50 Draughon Colleges. Like all other Draughon Colleges, the Amarillo institution maintains a high standard of efficiency, employs the very best of teachers and has the most modern and thorough courses and equipment. The College is patronized most liberally by students from the Panhandle and from the adjoining states, as well as by local students. Draughon's College, in one year's time has proven its vast superiority over similar institutions that had existed in the city before, and it therefore supplies a real need in the business life and requirements of Amarillo and the Southwest.

SANITARIUMS

Saint Anthony's Sanitarium, conducted by the Sisters of Charity of the Incarnate Word, is an institution of which Amarillo is justly proud. The building is of pressed brick, and cost \$125,000. The Sanitarium is situated on a slight eminence about half a mile from the business center of the city, and on the North Polk street line of the street railway.

In Saint Anthony's Sanitarium there are fifty beautifully furnished rooms and two wards, affording accommodations for nearly 100 patients. The equipment and appliances of the operating rooms, with their natural and artificial lighting effects, are not surpassed in many places in



St. Charles Apartments, Amarillo, Texas

the United States. In all other departments the facilities and equipment are of the same high order of excellence, rendering Saint Anthony's one of the most thoroughly esteemed sanitariums in the Southwest.

There are several private sanitariums in Amarillo, and combined they attract thither many patients from great distances. This results not only from superior facilities but also from the incomparable atmosphere in which all derive benefit, especially surgical cases, as the pure air and sunshine are unfavorable to germ-life of every kind.

DAILY PAPERS

Amarillo has two daily papers, "The Amarillo Daily News" and the "Daily Panhandle," the latter being an evening paper. The "News" carries Associated Press dispatches, while the "Daily Panhandle" is a member of the United Press. Both newspapers have a large circulation and are growing institutions with a very broad field in which to achieve journalistic success. They cover the Texas Panhandle, eastern New Mexico, southern Colorado, and Western Oklahoma from twelve to twenty four hours in advance of Denver, Dallas, Fort Worth, Oklahoma City, and other papers carrying telegraphic dispatches.

AMARILLO CHURCHES

It can be asserted without fear of contradiction that no city in the United States of equal population has more numerous or handsome

church edifices than Amarillo. There are 15 churches and chapels in the city, ranging from the unpretentious to the statlier edifices costing from \$5,000 to \$75,000 not a few of them having large pipe organs and other appurtenances in harmony with the more elaborate and beautiful features of amplified religious worship.

The Methodist Church and parsonage constitute one of the most imposing and beautiful properties in the city, while the Baptist, Christian and Presbyterian churches are also magnificent edifices. The Roman Catholics are planning to erect a new and very imposing house of worship in keeping with the size of their congregation, which is one of the largest in the city. The substantiality and the number of the churches and their zealous maintenance bespeak the religious atmosphere that envelops the city of Amarillo and the firesides of its homes. The services at all the churches are liberally attended and all religious institutions are generously supported. Nearly all the leading religious denominations, organizations, and societies are represented. Amarillo is also the home of several church dignitaries, including an Episcopal Bishop.

SOCIETIES, CLUBS, ETC.

There are 24 secret or benevolent societies and auxiliaries in Amarillo, 10 labor organizations, and innumerable social, literary, and charitable societies or clubs. The public library is managed by the Amarillo Public Library Association.

PUBLIC SERVICE UTILITIES

This is a subject that never fails to awaken the keenest interest in all who may be considering a change or looking for a more desirable place of residence or business. Accordingly, it is deemed best to treat every public service utility under a separate head.

AMARILLO WATER, LIGHT, AND POWER COMPANY.

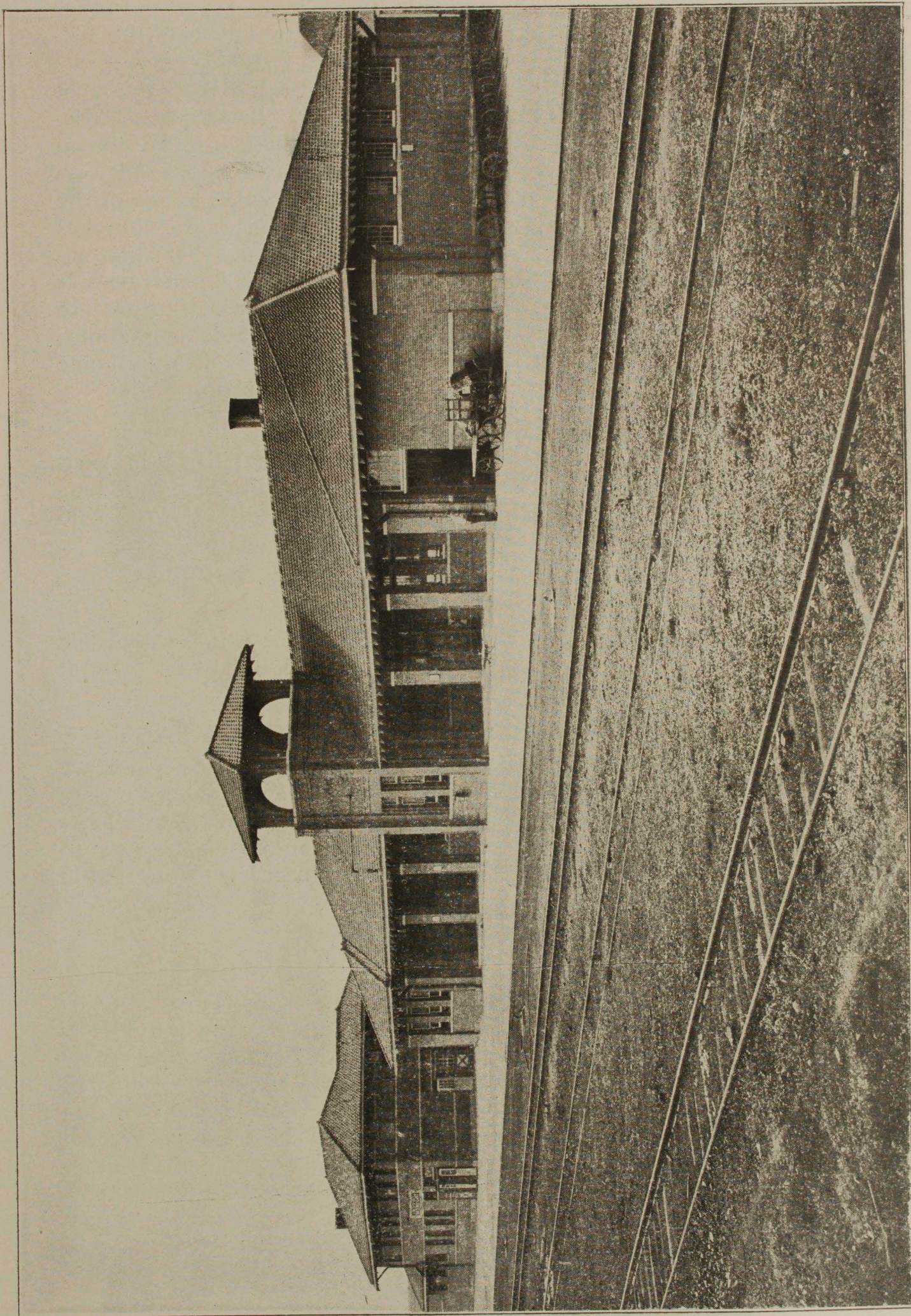
As previously stated in this booklet, no city has a purer or more abundant water supply than Amarillo. The water and light plants are owned by a private corporation, whose service reaches over the full limits and keep pace with the growth of the city. The company is prepared to furnish water and power for large or small manufacturing plants, and in this field now enjoys a liberal patronage.

AMARILLO GAS COMPANY

In the comfort and economy of the household, and in the lighting of streets, gas is today recognized as a most important factor. In this line, a most satisfactory and commendable development has been effected by the Amarillo Gas Company, a private corporation operating a very extensive plant for the manufacture of standard water gas. There are in the city 14 miles of gas mains and one mile of 10 and 12 inch cast iron pipe, with a holder capacity of 120,000 cubic feet. The plant was erected in 1907. As illustrative of the city's growth, the increase in gas consumption went from 7,314,000 cubic feet in 1907 to 20,000,000 cubic feet in 1910.

STREET RAILWAYS

The Amarillo Street Railway Company began operations on Jan-



Fort Worth & Denver Passenger Station, Amarillo, Texas.

nary 1st, 1908, and has eight miles of track. A ten and fifteen minute schedule is effective over the various lines of the company.

The Amarillo Traction Company operates three miles of street railway from the city to and throughout San Jacinto Heights, a new residential district on the west side of the city. The company has fifteen minute service with transfer arrangements that permit its patrons to go to all parts of the city for one fare.

Both street railway companies use electric power, and all cars are heated and lighted by electricity. Neither company is slow to extend its lines and service in order to meet the needs of a fast growing city. The Amarillo Street Railway Company is now extending its North Polk Street line in University Heights in order to accommodate the students of the Lowrey-Phillips School and the many citizens who are building homes in this desirable residential section.

TELEPHONE AND TELEGRAPH SERVICE

The Panhandle Telephone and Telegraph Company occupies its own home, built at a cost of \$35,000. The building and equipment are models of their kind. The central energy switch boards have a capacity for 5,000 subscribers, the present number of telephones in use being 1600. The service is both local and long distance, the latter extending many hundred miles in every direction and affording Amarillo the same excellent telephone facilities enjoyed in any metropolis. The company has many thousand feet of cable, and several miles of underground conduits in which cable is laid.

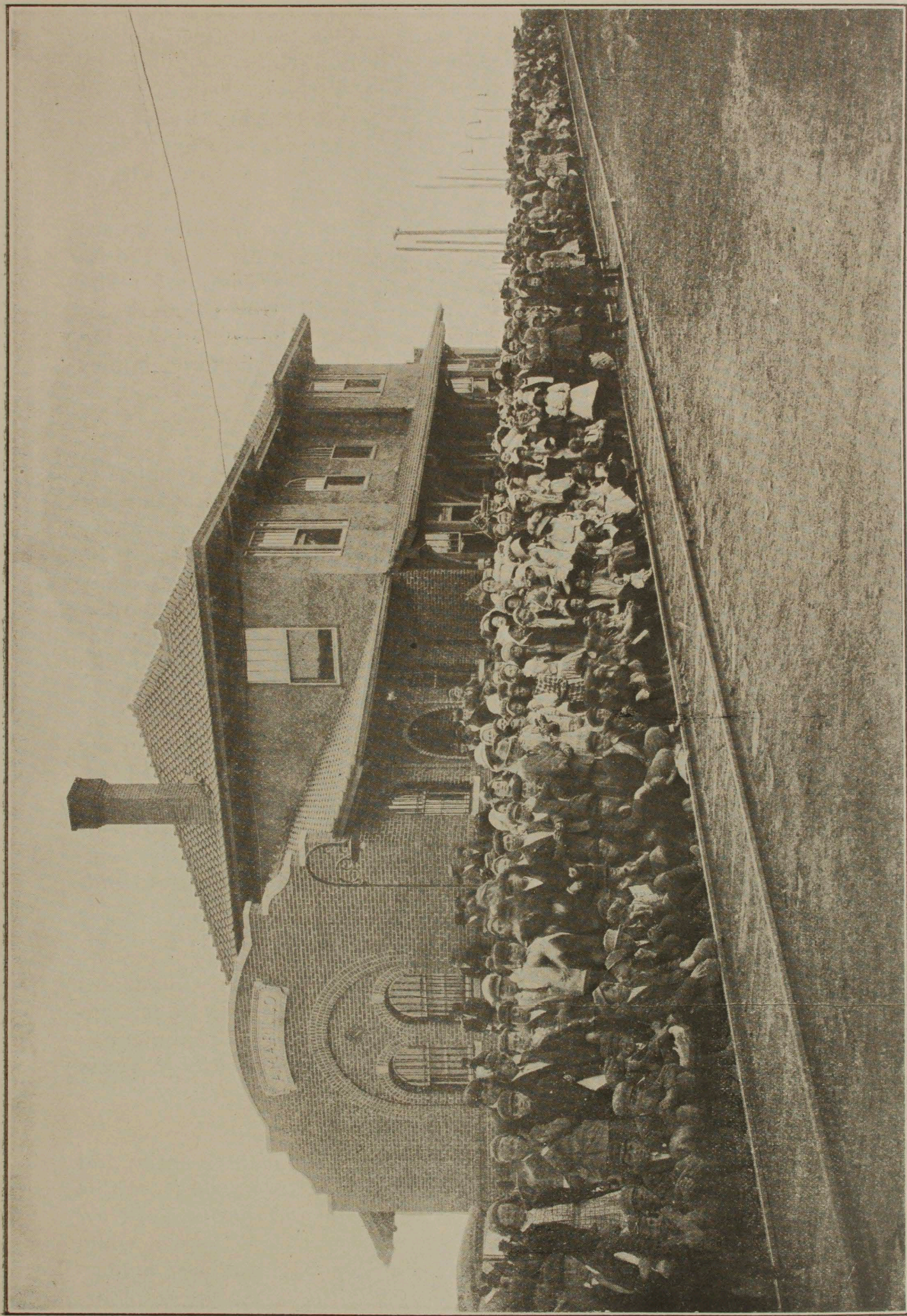
The local offices and plant of the Western Union Telegraph Company are on a par with those of the very large commercial centers of the country. By seeing this office and examining the plant, one would readily agree with this statement. In 1907 the Amarillo office of the Western Union was enlarged into a relay station, giving this city direct wire service with the entire United States. As conveying some idea of the company's local business, attention is directed to the 600,000 messages handled in the Amarillo office during the year 1910.

EXPRESS COMPANIES

The Wells Fargo, United States and Adams Express Companies have establishments and offices in Amarillo. Near the Santa Fe passenger station, the Wells Fargo Company has a \$15,000 concrete building; and the officers of this company say that there are only five cities in Texas in which they handle more business than in Amarillo.

MERCANTILE AGENCIES

R. G. Dun & Company, pioneers in the field of mercantile and financial reports, established an office in Amarillo in 1910; and from this office traveling representatives cover the Panhandle and the state of New Mexico. The Union Mercantile Agency also has a local office, while Bradstreet has a reporter in the city but no office. The leading commercial agencies of the country, therefore recognize the advantageous location of Amarillo, and its importance as a financial, jobbing, and manufacturing center.



Rock Island Passenger Depot, Amarillo, Texas.

INSURANCE COMPANIES AND AGENCIES

The Amarillo National Life Insurance Company was organized and began business in the early part of 1910. This company is composed mainly of Amarillo citizens, representing strong and successful business men. The company is incorporated with a paid up capital of \$300,000, has an office force of fifteen, and 150 field agents in Texas, New Mexico and Oklahoma. In a little over one year the company has written over \$3,000,000 worth of insurance.

The Amarillo National Life Insurance Company will soon erect in the city a five story pressed brick office building. The reserves of this company are kept in Amarillo banks, and are destined to exert a tremendous influence on the broadening of the city's finances for the future.

Nearly all the leading state, national and foreign insurance companies have agencies in Amarillo.

BANKS AND BANKING FACILITIES

Amarillo has three National banks, a Bank and Trust Company, and a State Guaranty Fund Bank. The combined capital of these banks is \$600,000, with combined surplus and undivided profits of \$450,000. It would be difficult to find a better barometer of the city's growing financial importance than the following table of comparative increases in the combined deposits of Amarillo's banks:—

Total bank deposits, year 1900\$300,000
Total bank deposits, year 1905 750,000
Total bank deposits, year 19102,250,000

The total deposits in the banks of the city during the present year have almost reached the \$3,000,000 mark, as shown by the last published reports of the banks. There will be heavier relative gains in the future, inasmuch as Amarillo is now the financial center of the Panhandle, a clearing house for this section having been organized a few months ago. Panhandle banks are placing and maintaining larger balances in the banks of Amarillo, a fact that also bespeaks the increasing general prosperity of the Panhandle country.

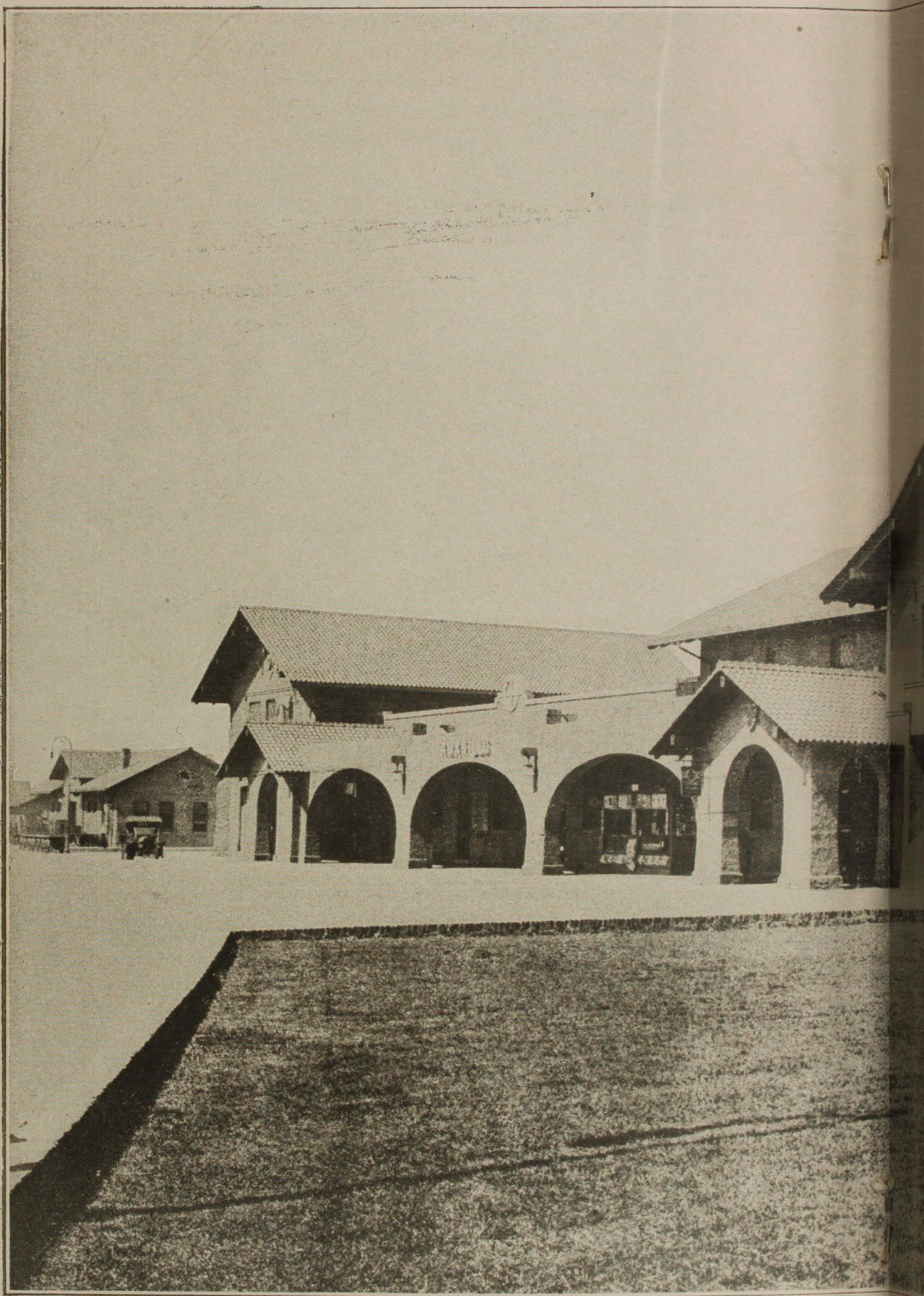
THEATRES

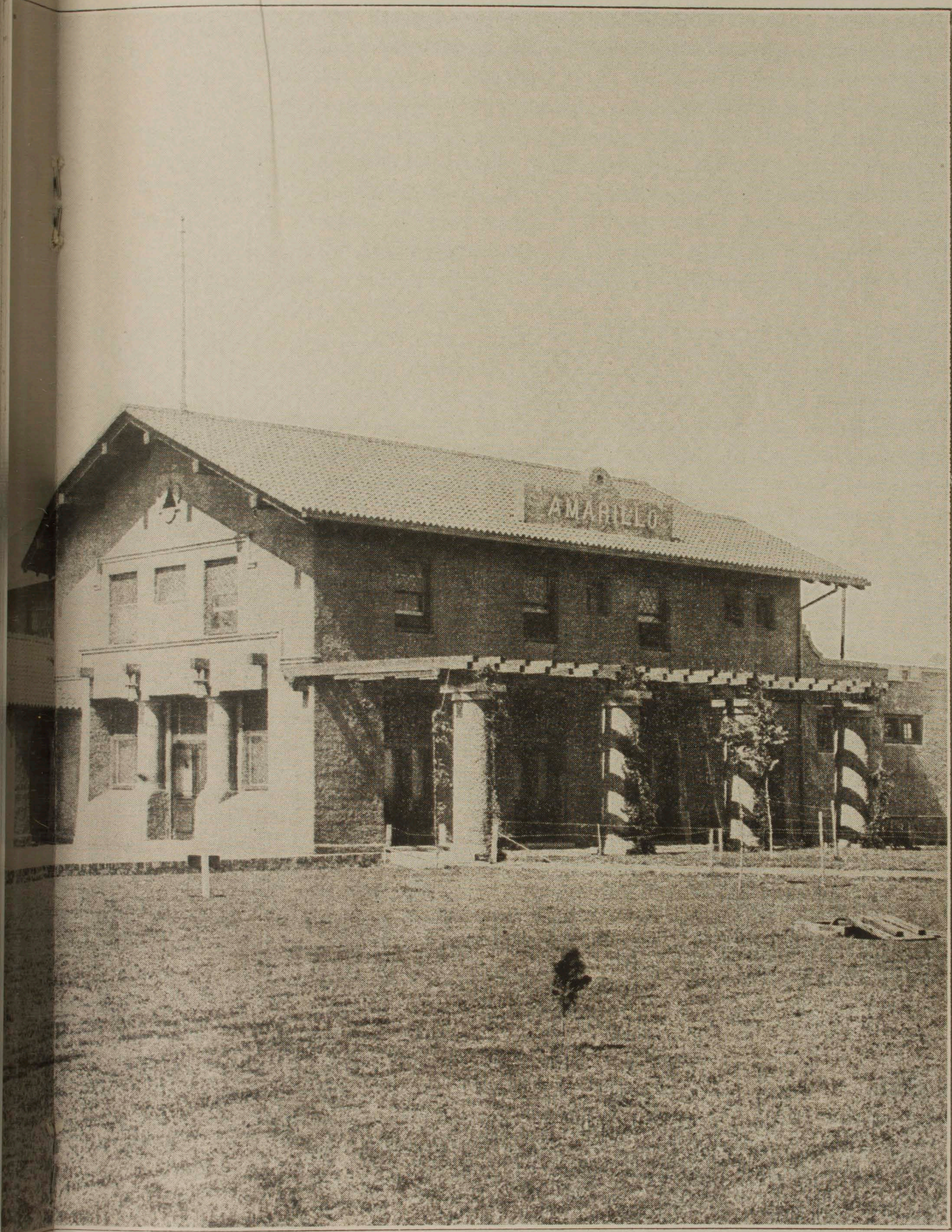
On the same broad lines with everything else, Amarillo has moved to the forefront in meeting the demands of all in the way of amusement. The Grand Opera House, a buff brick structure costing \$75,000, is the second largest theatre in Texas, and in point of elaborate interior furnishings and finish, accoustics and all essential appointments, it is not excelled anywhere by buildings of the same class. It has a seating capacity of 2000.

The Deandi Theatre is a large brick playhouse, with a seating capacity of 1200. It is open the year round as a Vaudeville theatre. The Majestic is a smaller theatre devoted to vaudeville and moving pictures. The Lyric Air Dome is a summer moving picture theatre. At Glenwood Electric Park there is a splendid theatre where summer plays, moving pictures, wrestling matches, and other stage productions are shown for the amusement of the park patrons.

PARKS AND PLAY GROUNDS

In one of the city's suburbs is located Glenwood Electric Park,





Harvey Eating House, Wells Fargo Express Company,
Amarillo, Texas.

which includes a \$10,000 theatre, a baseball field, Figure Eight, Carousel, zoological garden, gun club shooting ground, lake, etc.

In the most desirable residential section of the city is a 30 acre City Park. At the present time, this is plotted and ornamented with trees and flowers, and affords much pleasure to the citizens, especially to the children who congregate there.

The County Court House is in the center of a very attractive downtown park, with a well kept lawn and many shade trees. There are extensive playgrounds in connection with all the public schools of the city.

The ball park of the Amarillo Base Ball Association is admirably situated near the center of the city. During the summer months, lovers of the great national game find a great amount of pleasure in the high class league games that the local association furnishes.

PALO DURO CANYON

About twelve miles from Amarillo is one of the most glorious stretches of natural scenery in the United States—Pa'o Duro Canyon. It is not out of place to speak of the Canyon as a local resort because it is close to the city, is largely owned by Amarilloans, contains the summer cottages of numberless citizens of Amarillo, and has been exploited and recommended by the Amarillo Chamber of Commerce not only as a National Park and Forest Reservation, but also as the summer Capital of the Nation. There is a bill to come before the next session of Congress urging the purchase by the National government of some 200,000 acres of the Palo Duro Canyon as a Park and Forest Reserve.

This Canyon is about 125 miles long and in the very heart of the altitudinous plains where the atmosphere is always cool, pure, exhilarating, free from mosquitoes and flies. The beauty of the scenery is bewildering. Imagine yourself journeying over these level plains with vision confronted only by the distant horizon, and then suddenly to halt upon the verge of a perpendicular wall of one thousand to two thousand feet. As you stand appalled with the first distended vision, you cover from one to three miles to a similar wall on the opposite side. These precipices give off every known shade of coloring, and in their fantastic creation Nature and Geology combined their best forces and skill in building an adamant picture, awesome, weird, and the climax of sublimity.

The two or three intervening miles between the canyon walls are more lovely than any word-picture could suggest or reproduce. There are perennial springs, the Palo Duro and Tierra Blanco rivulets, rising knolls and towering rocks, meadows and groves, caves and forests. More than 100 distinct species of vegetation are found in the canyon, from the evergreen cedar upon the topmost crag to the delicate fern that enchants you from the margin of the stream far below. Trees of such variety and luxuriant growth are seen that the beholder's eye is loath to turn from their inviting shade and manicolored foliage.

The construction of an electric line from Amarillo to this playground and health resort is, of course, inevitable. At the present writing, the proposition has assumed rather definite shape and the extension will probably be made before another summer comes around. It is al-

most certain, at any rate, that the day is not far off when there will be municipal, state, and national parks in Palo Duro Canyon, one of the sublimest and choicest gifts of Nature to the people of America.

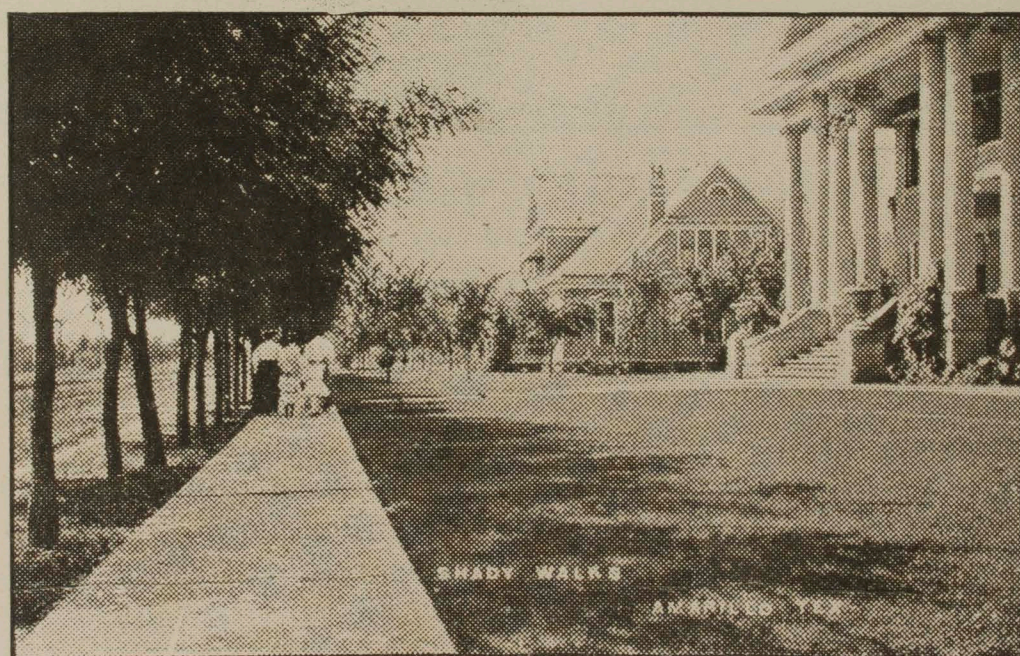
AMARILLO'S STOCK YARDS

A scrutiny of the business of the stock yards in Amarillo will afford some idea of the magnitude of the livestock industry in this region. The Western Stock Yards Company have an investment of \$150,000. The present yards cover 30 acres, with a tract of 95 more acres reserved for growth and needed improvements. The entire acreage and yards are located between the tracks of the three transcontinental railroads.

The stock yards have a daily capacity for handling and feeding 250 cars of live stock. Purest water is at hand in abundance, and use is made of all the known devices for dipping, disinfecting, feeding, and handling of all manner of live-stock. This company handled and fed in 1910 the following:—

Cattle	4044 cars, or, 143,040 head
Horses and mules	952 cars, or 7,979 head
Sheep	440 cars, or, 113,325 head
Hogs	244 cars, or, 21,148 head
Total	5680 cars, or, 285,492 head

It must be borne in mind that the stock yards handle only live-stock that originates at such remote points that it must be unloaded fed, watered, then reloaded and forwarded to its original destination.



Amarillo Has Shady Walks

Hence the figures given above represent only a small part of the live-stock movement from the Panhandle, or through Amarillo. The records of the railroads disclose the startling fact that over one million head of live-stock of all kinds pass through Amarillo annually. There are also many thousands originating at Panhandle points northeast and southeast that do not touch at or pass through Amarillo at all. However, with plans now maturing for a big packing center at Amarillo, the uncounted cattle, hogs, sheep, and other live-stock from the great Panhandle and



Residence of C. T. Herring, Amarillo, Texas.

plains country and from New Mexico will naturally and logically be diverted towards this city, the admitted site of the next live-stock markets and packing industries of the American continent.

PACKING PLANT

The greatest achievement of Amarillo has been the financing and erection of the modern plant of the Panhandle Packing Company. So tremendous is the importance of this enterprise to the Panhandle, and the influence that it must exert upon the possibilities and destiny of Amarillo, that indulgence is asked for the rather lengthy treatise that here follows.

The Panhandle Packing Company's plant and equipment, exclusive of the ground, cost \$200,000. The company has 8 acres of land with siding from three trunk lines of railway, and is connected by chutes with the adjacent stock-yards. The building is so planned and constructed that it can be enlarged to whatever extent may be desired without interfering with the plan of operation. The capacity of the plant is 500 cattle, 500 sheep, and 1500 hogs daily, and all the poultry available.

This packing plant will be in operation by the time that this booklet comes from the press. Being just completed, of course, the plant is up-to-the-minute in every respect, having been designed and supervised by a well-known veteran packer, who gave to the work of construction and in-

stallation of the equipment the benefit of his 35 years experience in packing-house building and operation. As a large stock holder but more from special fitness, this man of proven ability will direct the operation of the plant, starting with 150 employees and increasing the number to 500 when capacity operation is reached shortly thereafter.

There are deep wells yielding a superabundant water supply for the plant, and included in its useful adjuncts is a complete and capacious ice and cold-storage department.

Inviolable state and interstate commerce regulations forever preclude discrimination in rates in favor of the big packers as hitherto. This makes it possible and easy for the independent plant properly located, as at Amarillo, to grow and expand, and, with skilful direction, soon to reach the proportion and importance of the great packing houses whose products and fame encircle the globe.

At Amarillo the abundance and certainty of the supply of raw material for the packing plant is beyond question. All intelligent and well-informed men must realize that in the matter of variety, quality of grain production, alfalfa, forage, and hay growth, the Panhandle of Texas is without a superior in all the proven zones of agriculture; and that the cattle, sheep, and hogs of the Panhandle therefore stand on a level with the chosen of the earth in health, growth, and thrift. These facts are submitted as proof of the stability and expansive possibilities of the packing industry in this section.

Grain and live stock are admittedly great wealth producers. At this time there is a wide realization of the value of stock-farming in the Panhandle, and the local packing plant has given a powerful stimulus to the movement advocated urging the farmers of this section to raise more stock of all kinds. If this is done in the Texas Panhandle, a region equally famous for live stock and grain with Iowa, Missouri, Illinois, and other parts of the country, at no very distant date there will be a thrifty family on every section and half section of Panhandle land, producing not merely a subsistence, but creating wealth and substantial bank balances. Already can be seen the ripe fruitage of millions of tilled acres, unnumbered homes, and all things else that would spring from such boundless sources of wealth.

A few short years and the Panama Canal will have been completed, shifting the world's greatest seat of commerce from the Mediterranean to the Gulf of Mexico, making Galveston the Odessa of the Western Hemisphere, and the Panhandle of Texas the biggest granary and smoke-house of all the world. This is speaking broadly, but none too much so; for despite the possible challenge of the irrepressible knocker and ignoramus, with his ancient prejudice and persistent spirit of I-refuse-to-see-or-be-convinced, there is no doubt in the world that the conditions here forecasted will materialize.

The advent of the Panhandle Packing Company's plant foreshadows a multiplicity of packing houses at this point, inspiring the same lively growth at Amarillo as at other packing cities, such as St. Joseph, Kansas City, Omaha, Fort Worth, Oklahoma City, and the other cities favored with these acknowledged town builders. An epochal era has been ush-

ered in for the great Texas Panhandle, and no one, however imaginative, can begin to foresee or foretell all the far-reaching consequences of this, the most advanced and momentous step yet taken in the industrial and agricultural development of Amarillo and the surrounding 60,000 square miles.

Do not fail to read the article on Stock-farming in the Panhandle; it is found in a subsequent part of this booklet, and will prove highly instructive to any interested parties.

MANUFACTURING IN AMARILLO

In a section like this, where there is nothing in the way of agriculture and stock-raising, the rapid development of the entire Panhandle by a large progressive population insures the future of Amarillo as a manufacturing center. With transcendent advantages of water, climate, location, and transportation facilities, Amarillo cannot help becoming a manufacturing city of the first magnitude. The opportunities are now here, and worthy of the serious investigation of capital and all men interested in this line of profitable enterprise. The city being so young, and so many other features claiming attention, manufacturing is just now in what is known as the embryonic state.

The following list of Amarillo's manufacturing enterprises, however, is by no means contemptible:—

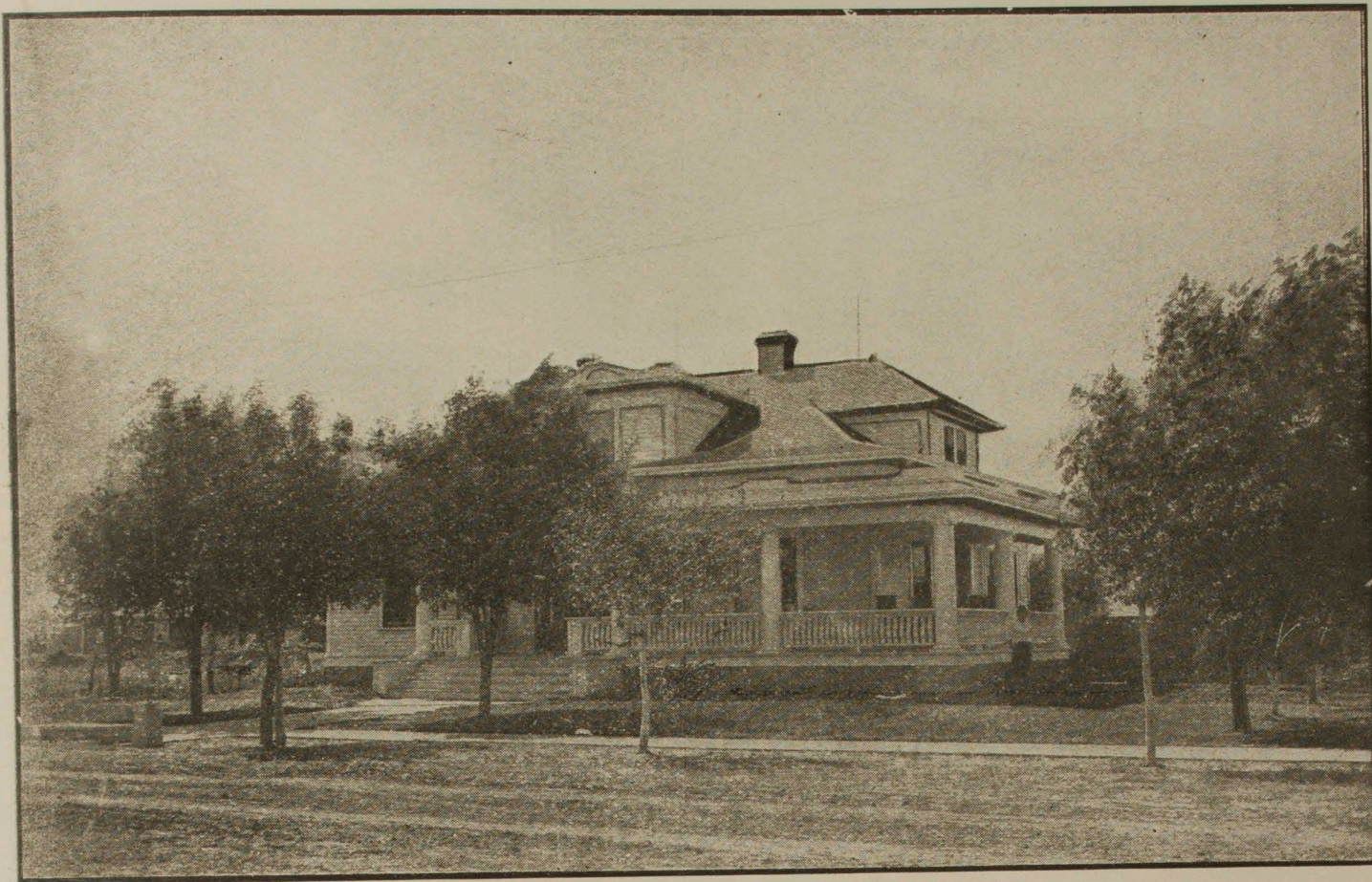
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|-----------------------------------|--------------------------------------|
| 3 Artificial Stone manufacturers. | 1 Fireproof metal window factory. |
| 2 Bottling Works. | 1 Furniture and mattress factory. |
| 1 Brick and tile factory. | 1 Gas plant. |
| 1 Broom factory. | 3 Grain elevators. |
| 1 Cabinet shop. | 1 Harness and Saddlery manufacturer. |
| 2 Candy factories. | 3 Ice Cream factories. |
| 1 Carriage and wagon factory. | 2 Ice factories. |
| 1 Cigar factory. | 3 Steam Laundries. |
| 1 Candy wagon factory. | 2 Marble works. |
| 2 Flour and meal mills. | 3 Planing mills. |
| 3 Cornice manufacturers. | 1 Sash and door factory. |
| 2 Creameries. | 3 Tank factories. |
| 2 Electric sign factories. | 1 Vulcanizing plant. |
| 4 Chop and feed mills. | 1 Water, Light & Power Plant. |

These enterprises are in a healthy condition, their products being sold in Amarillo and over the entire trade territory of this city. A large number of people are employed in the various manufacturing plants, and many traveling salesmen are kept in the field constantly. Of course there are numerous articles made in Amarillo that do not come from a distinctive plant or factory, these we make no attempt to enumerate here, where none but bona fide manufacturing enterprises have been mentioned.

GRAIN ELEVATORS AND MILLING

Amarillo is destined to be the acknowledged head and center of the grain and milling trade of the Southwest. There are many causes contributing infallibly to that end. First and greatest of all is the 30,000,000 acres of fertile grain land surrounding this city. This land is being put into cultivation at that amazing rate only to be attained by the steam gang plow, each plow breaking and turning 30 to 40 acres of sod land per day.

All the staple small and coarse grains are produced and their strength, commercial value, and milling qualities are unsurpassed. Situated in the center of this great grain country, Amarillo also has concentration privileges that tend to make this city a great elevator and



Residence of F. C. Fox, Amarillo, Texas.

milling center. There is a provision of the Texas Railroad commission permitting the concentration at a given point of the various species of grain and their reshipment in straight or mixed cars within six months, the inbound freight paid to apply as part of the through freight from point of origin to final destination. Amarillo also has the transit privilege by which grain can be manufactured into flour, meal, or feed stuff, cleaned and sacked, and these manufactured products or cleaned grain are then included in the mixed cars with the same grain billing privileges applying. Such regulations have been found to operate satisfactorily to the producers, the dealers, the manufacturers, and the railroads.

Favored by such privileges and location, there are at Amarillo many and large interests engaged in the marketing and manufacturing of the vast grain and feed products of the Panhandle. For the great Texas trade and for the Southwest generally, and for export through Galveston, Amarillo's location is unique in the grain world. To predict the future of this line of industry would be futile.

WHOLESALE AND JOBBING BUSINESS

Amarillo has the largest wholesale and jobbing trade of any city within a radius of 275 miles. Besides the large distributing depots and supply houses for agricultural implements, the local warehouses of foreign corporation such as Armour, Swift, National Biscuit Company, the Texas Company, the Waples-Platter Company, the Case Company,



Residence of S. F. Sullenberger, Amarillo, Texas.

etc., etc., there are in Amarillo the following wholesale and jobbing houses:—

- | | |
|--|--|
| 2 Automobile supply houses. | 4 Wholesale Grocers. |
| 3 Wholesale Cigar dealers. | 1 Wholesale Hardware house. |
| 3 Wholesale Coal dealers. | 1 Wholesale Paints, Oil, & Painters' supplies house. |
| 1 Wholesale Coke dealer. | 3 Wholesale Gasoline and oil establishments |
| 1 Wholesale Drug Company. | 2 Wholesale plumbing concerns. |
| 2 Wholesale Electrical supply houses. | 2 Wholesale well machinery and supply houses. |
| 5 Wholesale Feed, Hay, & Grain concerns. | |
| 1 Wholesale Fruit and Produce company. | |

In addition to these, there are numerous merchandise brokerage, and coal and cattle commission houses. The combined wholesaling and jobbing business of the city, although still in its infancy, will easily reach a grand total of not less than \$25,000,000 per annum.

Amarillo concerns have on the road about 150 traveling salesmen, and there are perhaps that many more representing houses in other cities who make Amarillo their headquarters. Many of the latter class own their own homes in this city.

AUTOMOBILES

The world can show no better natural roads than are to be found in the Texas Panhandle. It is easy to see, therefore, why there are so many automobiles in Amarillo and the surrounding country. There are some 400 privately owned automobiles in the city of Amarillo, employed in the channels of business utility and pleasure. Many ranchmen living in Amarillo run out from the city in their machines to their ranches 50 miles, 100 miles, or even 200 miles, and return the same day. With endless miles of smooth level roads the Panhandle is the ideal autoing region, and thousands of tourists annually pilot their cars over the plains.

Most of the leading manufacturers of automobiles have agencies

in Amarillo, and not a few maintain large numbers of machines on hand constantly. Four of these establishments also wholesale and retail everything in the line of automobile supplies. So great is the interest in the automobile in and around Amarillo that the annual auto meet is the big event of the year. The two-mile track on the outskirts of Amarillo is considered one of the best in the country and the safest in the world. During the meet just concluded, some of the country's most daring riders contested for the large purses offered by the Panhandle Automobile Association, and the races were under the sanction of the A. A. A.

HOTELS, CAFES, and APARTMENT HOUSES

Amarillo has and must always have extensive hotel facilities. There is unusual travel through Amarillo as a gateway, and the transient population is large, owing to the vast numbers of summer and winter tourists, home-seekers and prospective investors who are continually stopping in the city or passing through. This being also one of the important convention cities of the state, every year other thousands come to Amarillo for a stay of several days at a time.

There is one \$150,000 hotel with every modern convenience to be found in the hostelryes of metropolitan cities, and a capacity of nearly 500 guests. Another hotel, erected at a cost of \$50,000 and now being enlarged, has a somewhat smaller capacity, but the same high class service. There are two \$25,000 hotels, and numerous smaller ones, together with a half dozen private boarding houses that almost rival the size and service of hotels.

Cafes are numerous in the city and metropolitan in character and equipment. Of course it would only be expected that a few of them are superior to the others in point of service and patronage, although a good business is done by them all.

Of the many apartment houses in Amarillo, two are exceptionally well equipped and patronized. In point of elegance and comfort, the St. Charles Apartments rank with the best of almost any large city.

POST OFFICE

We are free to confess that we are very anxious to see our new Federal Building constructed, because the present Post Office is neither sufficiently large nor attractive in appearance for a city of the size of Amarillo. However, there can be no truer index of the strides of the city than vouchsafed by its Post Office records. So important had grown the business of the local office that, on July 1, 1909, it was placed in the rank of first class post offices, being now one of the eleven first class post offices in Texas, the number of such offices in the United States being 384.

The following table shows the constant and remarkable growth of the total receipts of the Amarillo Post Office for a period of 9 years:

Year 1902	\$ 8,196.90
Year 1903	10,911.94
Year 1904	12,545.57
Year 1905	12,859.02
Year 1906	17,502.08
Year 1907	25,376.70
Year 1908	33,525.04
Year 1909	42,627.78
Year 1910	49,786.64

The total number of pieces of mail matter handled in the Amarillo



The Cowboy Gives Way to the Plowman in the Panhandle

Post Office during the year 1910 exceeded six million. There are 36 post office employes on the pay-roll at Amarillo, and 75 railway postal clerks run in and out of the city on 16 daily trains. Amarillo has free mail delivery and one sub-station. Many rural free delivery routes are now being established from this city.

AMARILLO HOMES

In going over the residence districts of Amarillo, the stranger is both charmed and amazed at the pleasing architecture of the smaller cottages, as well as at the great number of pretentious and even magnificent

homes. There are lawns everywhere, plenty of shade trees, flowers, shrubbery, and a general air of neatness and ornamentation. The secret of the distinguishing attractiveness and individuality remarked throughout, lies in the fact that an extraordinary percent of the city's population own their own homes. The people accordingly feel and exercise a degree of civic pride manifestly lacking in a tenant population. Some of the homes in Amarillo are worth \$75,000 and probably could not be bought at that price. Many others range in value from \$5,000 to \$50,000, while the innumerable bungalows represent outlays of from \$1,000 to \$25,000.

AMARILLO CHAMBER OF COMMERCE

Somebody has said that "A Booster is a man who does all the good he can to all the people he can as well as he can, and trusts the rest to God!" The Amarillo Chamber of Commerce is an organization of just such real Boosters. There are nearly two hundred live-wires in the Chamber, and they represent the most enterprising, reliable, and progressive element to be found in this section of the country.

While local in name, the Amarillo Chamber of Commerce is by no means local in its activities and aims. Realizing that whatever benefits any part of the Panhandle must of necessity benefit the Panhandle metropolis, the Amarillo Chamber of Commerce encourages and reaches out for new immigration and new enterprises not only for this city, but also for every county in the limits of the Panhandle. Every piece of literature sent out from the office of this organization features the advantages and resources of the entire section as well as those of the city in particular.

Probably the two most important bureaus of the local Chamber of Commerce are the Traffic Bureau and the Publicity Bureau. With exceptional success, the Traffic Bureau has always endeavored to settle all differences with the railroads without creating friction. Through the faithful services of this bureau, Amarillo has secured an adjustment of all freight rates that renders the position of the city all the more enviable. The Publicity Bureau has done many great things for the up-building of the city, and now is planning greater things for the future.

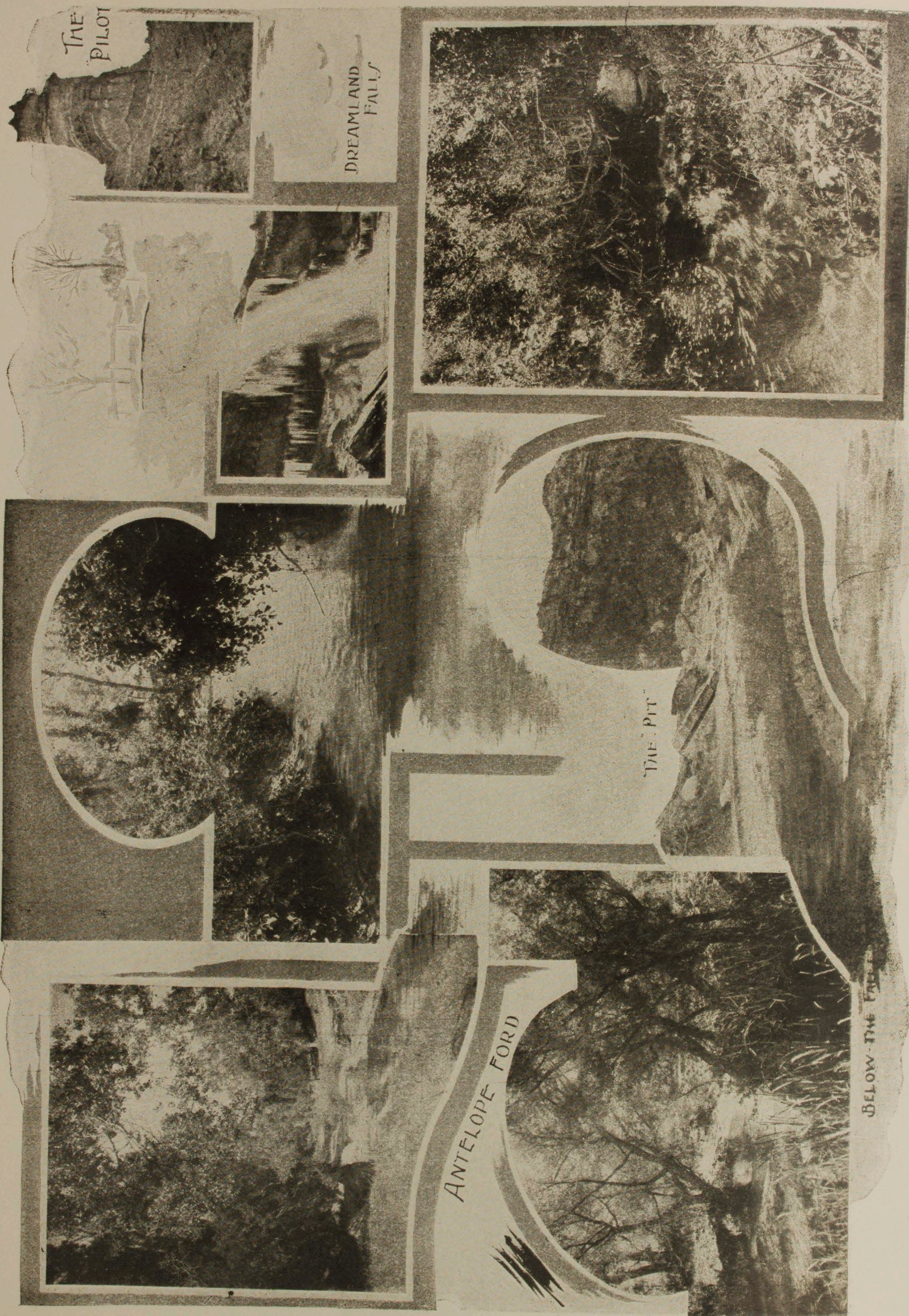
It is always a pleasure for the Amarillo Chamber of Commerce to answer inquiries, or to supply statistical information about the city or the Panhandle. A letter to the Secretary of the Chamber of Commerce will be sure to elicit a prompt, courteous, exhaustive, and reliable reply.

BUSINESS MEN'S ASSOCIATION

The Amarillo Business Men's Association has for its aim and object the protection of its merchant subscribers against loss and fraud. The Association makes reports on the reliability of firms and individuals who desire to open accounts; and as a credit association, it is doing a good work in the community.

PANHANDLE PUBLICITY ASSOCIATION

There was organized at Amarillo early in 1911 the Panhandle Publicity Association for the purpose of disseminating truthful and reliable information about the entire Panhandle country. This Associa-



Scenes in Palo Duro Canyon, Near Amarillo, Texas,

tion maintains an office in the People's Gas Building, Chicago, Ill., and publishes a monthly magazine of a high order of excellence called, "The Panhandle Magazine. Through this magazine and the numerous articles syndicated by the association, something like four million people very month read enlightening articles about the Texas Panhandle. Under the auspices of the Panhandle Publicity Association there will be a large and very representative exhibit from this section at the Chicago Land and Irrigation Exposition to be held in November, 1911.

OPPORTUNITIES

The foregoing brief presentation of some of the more noteworthy factors in Amarillo's growth and solidity will, if analyzed carefully, make quite plain the fact that this is right now a full-fledged city. With packeries, manufactories, grain elevators, wholesale houses, railway shops and divisions, and all manner of industries multiplying and enlarging; with three transcontinental railway lines connecting Amarillo with the Gulf and Puget Sound, the Rio Grande and Great Lakes, the Sunny South and the Golden Pacific, there is no longer any question as regards what constitutes the basis for Amarillo's enlivened growth, and the glowing optimism with which we look forward to her magnificent future.

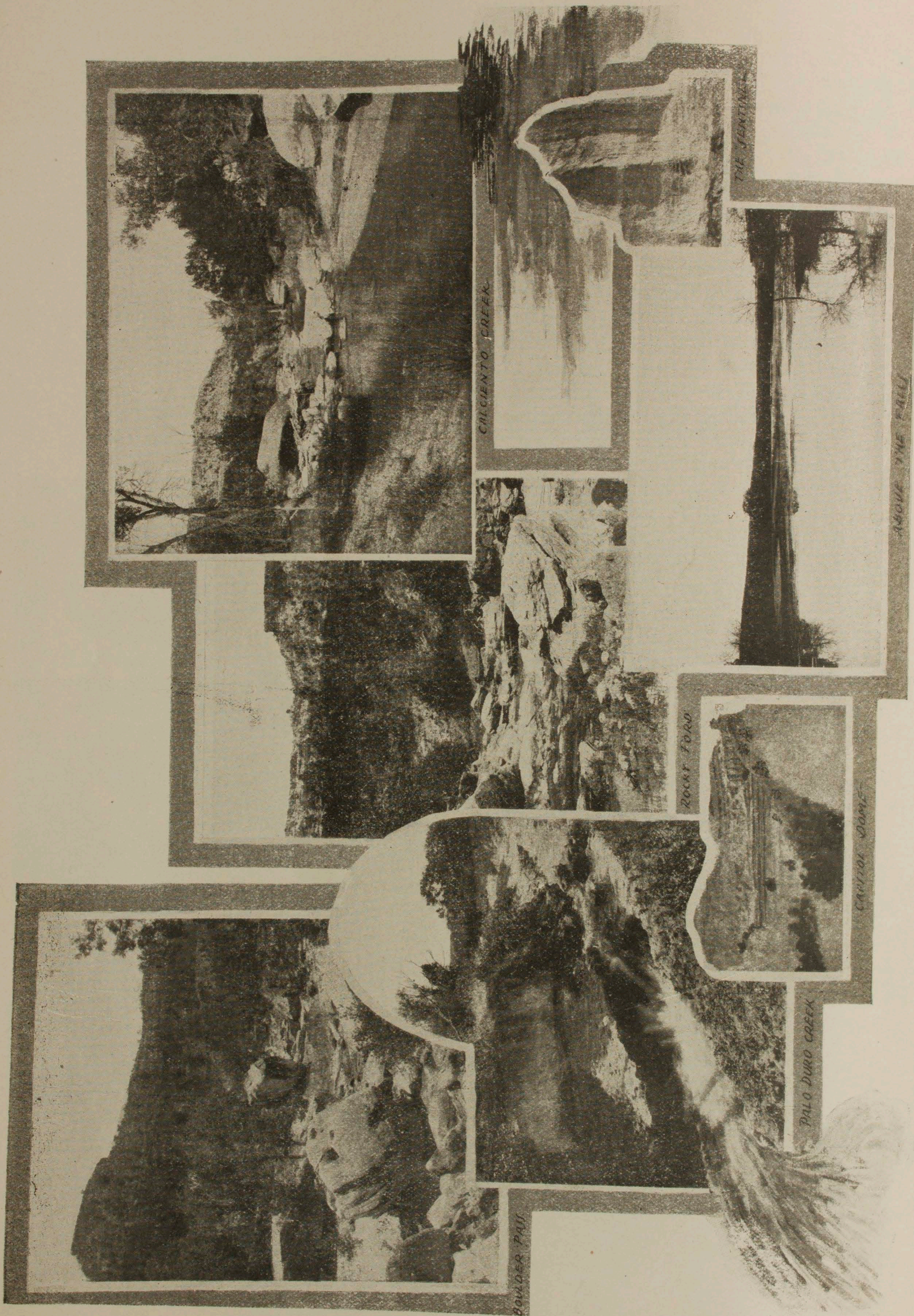
In many instances the projectors of new enterprises have remarked after a few short months, that they would have planned on a scale several times larger had they fully realized or anticipated the city's rapid rate of growth. Today there are enlargements of establishments that yesterday were deemed ample and tomorrow will prove wholly inadequate still. Hence it can be gleaned that now is the best time to get established in Amarillo. Some opportunities of the present are the many attractive openings that exist in Amarillo.

First and foremost, it may be said that an Iron Foundry and Machine shop would prove to be almost as good as a gold mine in Amarillo. Such an institution, properly financed and efficiently managed, could practically control the entire trade territory of Amarillo—about 75,000 square miles. Besides a foundry, Amarillo needs the following:—

A wholesale dry goods and hats concern.
An automobile factory.
A Paper factory.
A Tannery.

A Cotton Seed Oil Mill.
A Creamery.
A Boot and shoe manufactory.
A Windmill Factory.

The raw material for these factories is either at hand or just as accessible at Amarillo as elsewhere, while there is none of the lines of industry mentioned that could fail to do a big business throughout the Texas Panhandle. The Amarillo Chamber of Commerce offers no bonuses, but will hold out very attractive inducements to any reliable party or parties who may be interested in this city as a factory location or the home of a new and needed enterprise. It can be shown conclusively that the opportunities now open in Amarillo are most deserving of the serious consideration of sane investors and idle capital.



More Scenes in Palo Duro Canyon, near Amarillo, Texas.

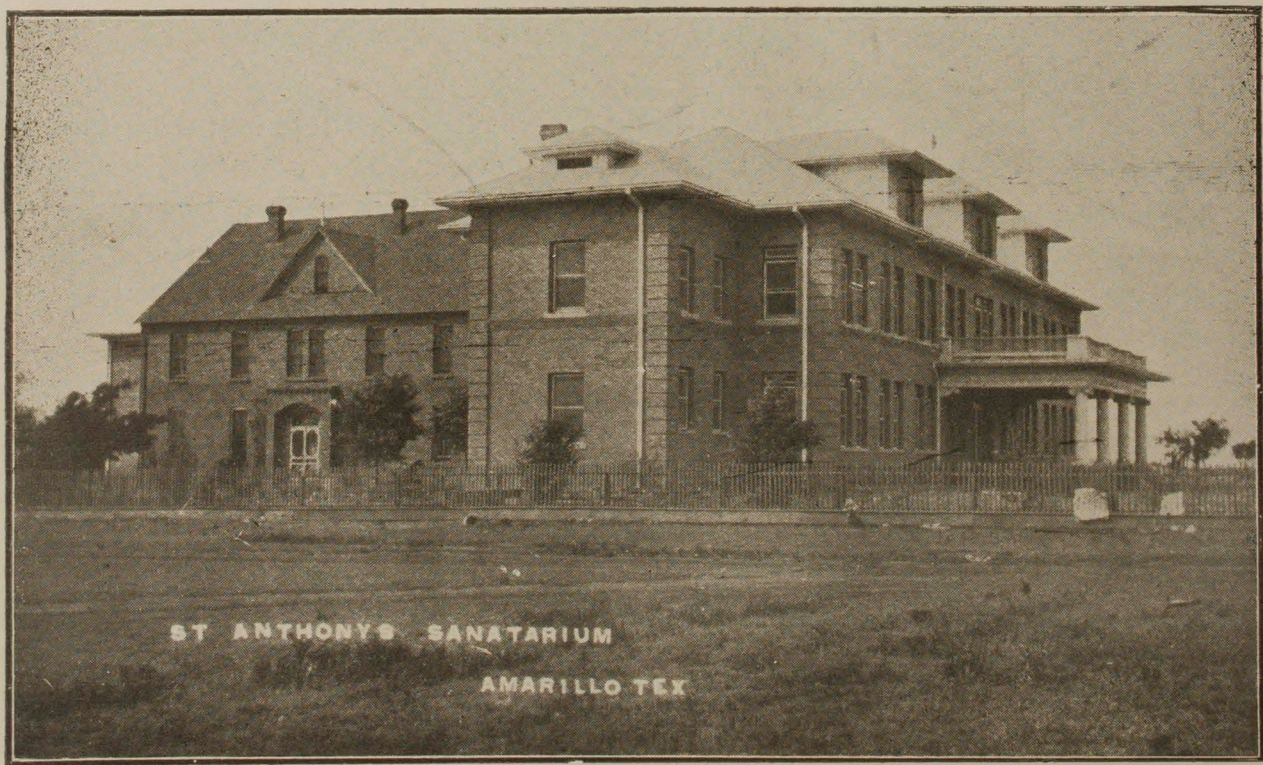
The Texas Panhandle

LOCATION, AREA, AND TOPOGRAPHY

In the extreme north-western portion of the State bounded on the north and east by Oklahoma and on the west by New Mexico, lies the famous Panhandle of Texas. It is a subdivision of the state consisting of 26 counties, or, approximately, 17,000,000 acres. A decision of the National government places as the southern boundary of the Panhandle proper an imaginary line running due west from the New Mexico line to the point of intersection of the One Hundredth meridian with the Red River. However, through natural contiguity, similarity of soil and climate and railroad connection, about twenty other counties to the southward, or, nearly one fifth of the state, are bound together with the Panhandle in the established intercourse of trade and commerce.

In its topographical and soil surveys, the State of Texas has seen fit to divide the Panhandle into four sections, designated as the Trans-Canadian Panhandle, the Canadian River Breaks, the Eastern Panhandle, and the Upper Llano Estacado. From the south plains and upper Llano Estacado you pass from altitudes of 2000 and 3000 ft. to the maximum altitude of something over 4000 feet in the farthest section of the Trans-Canadian division, from which point the slope gradually recedes again across the Ok'ahoma line into Kansas and southeastern Colorado.

Aside from the Canadian Breaks and the Palo Duro Canyon, the entire Panhandle is either a level or undulating expanse of the best agricultural and grazing land to be found anywhere. The hills and valleys



St. Anthony's Sanitarium, Amarillo, Texas

of the Canadian Breaks are covered with nutritious native grasses admirably suited for grazing, and when these acres are placed under cultivation the Canadian Breaks will prove one of the most valuable and extensive stock-farming areas of all Texas. Among the many possibilities of the Breaks are dairying, and the full-feeding or finishing of cattle, sheep and hogs. These facts relative to the Canadian Breaks are cited as proof of the practical and profitable commercial utility of even the only rough lands of the Panhandle.

SOIL AND CROPS

The characteristic soil of the Panhandle is the chocolate loam variety; there is, however, much reddish sandy loam soil in certain sections. It was for a long time the hope of the cowboy to keep the plowman out of the Panhandle by telling him that the soil was good for nothing but native grass. But the cowboy's selfish misrepresentation availed naught, and he has yielded to the plowman at last. Today there are state and government experts, students of agriculture, and men of wide travel, who will vouch for the statement that nowhere in the world can be found under the same favorable conditions, having the same climate and water and agricultural possibilities, such a continuously fertile and productive area in one unbroken body as is embraced within the Panhandle of Texas.

With the single exception of cotton, nearly every kind of crop grown elsewhere will grow in the Texas Panhandle. Recent experiments tend to prove that even cotton will do well under a certain kind of treatment and cultivation; and next year many of the Panhandle farmers are going to plant cotton seed under the direction of government and other agricultural experts. It must be understood, however, that, as elsewhere, this section of the country is particularly adapted to certain crops, such as grain, forage, broom corn, flax, sugar beets, fruit and truck products of all kinds. These staple products are treated under separate heads in the pages to follow.

In connection with Panhandle farming, it will be well to call the reader's attention to the fact that there is no such thing known in the entire region as sunstroke, malaria, cyclones, or hurricanes. There are few days and but very few parts of days when farm work cannot be pushed with vigor and comfort and profit, because the laborer's energy is at its productive climax, while all nature co-operates with him.

ALFALFA

One of the most important, adaptable, and profitable crops in the Panhandle is Alfalfa. It is found to thrive wonderfully in all sections and to reach its perfection in the many subirrigated stretches in canyons, valleys and lowlands bordering on ravines, creeks, etc. In the shallow water belt southwest of Amarillo are to be found Alfalfa fields yielding \$50 and \$60 gross per acre every year.

It must be borne in mind that the entire Panhandle is underlain with an inexhaustible subterranean river stratum of water, from which numberless wells get a steady flow of from 1200 to 2000 gallons per minute. Needless to say, this region, therefore, will before long become

an alfalfa field excelling in magnitude and wealth of returns anything known to intensive agriculture. With such a proven belt in California or Colorado the whole enlightened world would be discussing it. In the big Panhandle, replete with so many big things, more enthusiasm is created but no sensation.

BARLEY AND BROOM CORN

In several Panhandle counties barley is grown with considerable success. The yield has averaged from 25 to 35 bushels per acre, which is slightly above the average for this crop for the United States. Hogs are fattened on it, and it is given as a mixed ration to cattle and horses.

All varieties of Broom corn do well in the Panhandle, and this promises to be one of the most profitable crops for this region. There is an extensive acreage devoted to broom corn, and this acreage is constantly increasing every year. The average yield is one-third of a ton to the acre, and the average price per ton is \$80.

INDIAN CORN

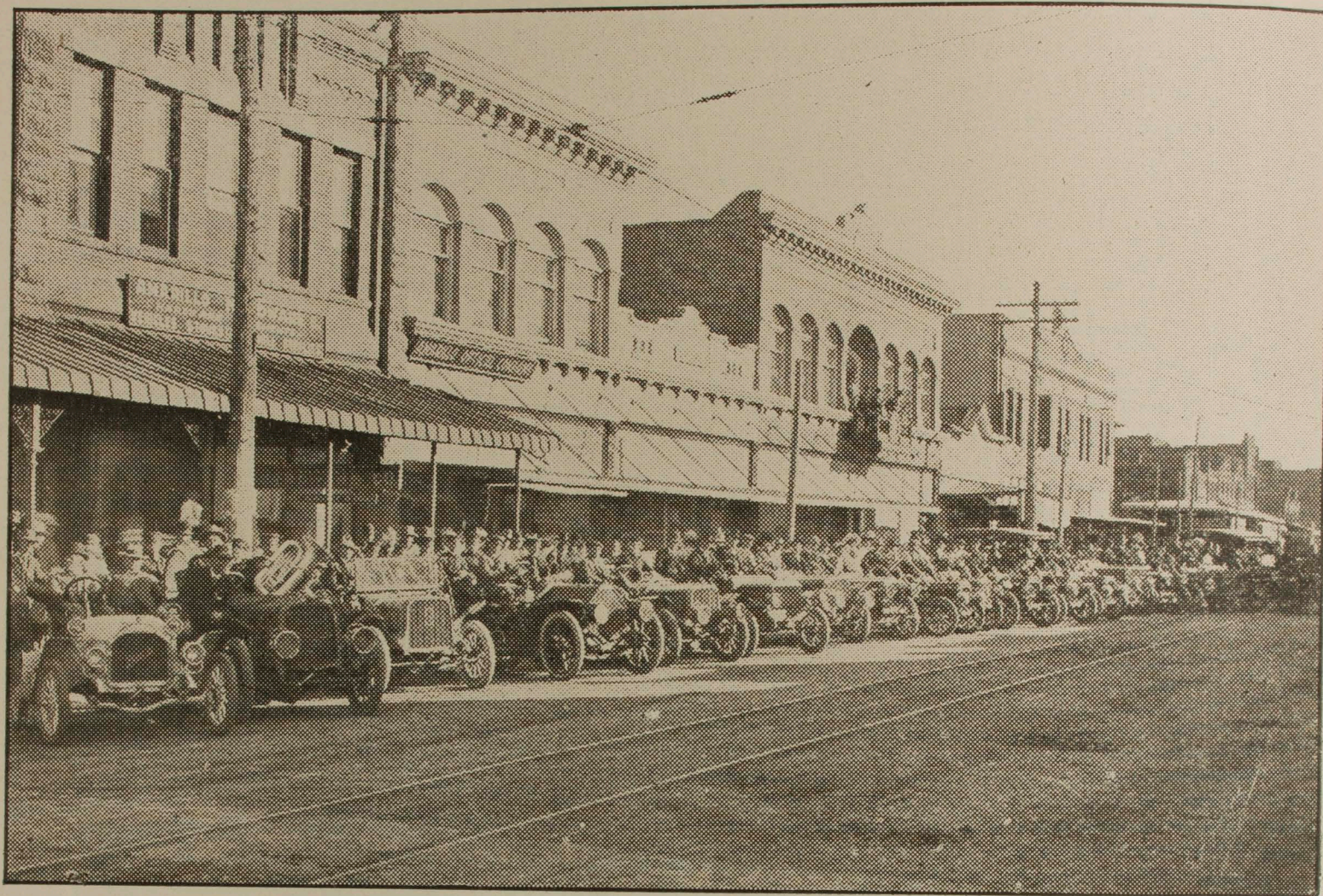
This king of cereals in the north is not so considered in the Texas Panhandle, where climatic conditions are slightly against its successful maturity. Nevertheless, much Indian corn is produced every year, and the average five-year yield in some counties has not fallen below 16 bushels to the acre, while in other counties farther south 30 to 40 bushels have been produced per acre, depending upon seed selection and judgment and energy in cultivation.

Apart from the climatic considerations, perhaps the chief reason why Indian corn has not had more attention in the Panhandle is that practically the same feed value is found in other grains yielding more abundantly and certainly. The corn produced is rich in protein and free from weevil, as happens to be the case with all grain grown in the Panhandle.

KAFFIR CORN AND MILO MAIZE

The analysis of kaffir corn and milo maize shows that they are not only similar in character, feed value and yield but that they have practically the same constituents as Indian Corn. When they are chopped, as nearly all grain should be in order to obtain best feeding results, they give just as much satisfaction as corn, and are decidedly preferred by not a few. Kaffir and milo maize are as staple sellers as Indian corn or wheat, and there is an established market for the two cereals at a price but slightly under that of corn.

The average yield of these two Panhandle products throughout a long succession of years has been about 30 bushels per acre, with an average selling price of about 50 cents per bushel. To this must be added the fodder value, never below \$2.00 per acre. Where thoroughly cultivated the yield will go as high as 50 bushels to the acre, and a failure in these crops is unknown in the Panhandle. This year the combined crops of kaffir and milo maize will reach 20,000,000 bushels or a total value of \$13,000,000. Fortunes are made in the Panhandle by producing these cereals either for market, or for home consumption in feeding and fattening all kinds of live-stock.



Homeseekers in Amarillo ready to look at Panhandle Lands

WHEAT

It is not amiss to state that the coming great wheat belt of the world is the Panhandle of Texas. A little more care in seed selection and a better understanding of proper cultural methods will establish a standard of yield and quality without an equal upon the earth. During the past five years the growing of wheat has become general, and the average yield for the Panhandle has been 19 bushels per acre, with crops not infrequently yielding 40 bushels to the acre as a result of superior and more intelligent cultivation. Even this year one can see the contrast of methods very easily. Here and there will be found fields yielding 30 to 40 bushels of wheat to the acre, while the adjoining fields, without other cause except lack of cultivation, are yielding 10, 15, and 20 bushels per acre, with an occasional total failure, thus bringing down unnecessarily the average yield for the district in its entirety.

The time is fast approaching when the better productive and cultural methods will have been made uniform; and a few short years thereafter, at the present rate of breaking the sod, the Panhandle will be found producing annually 25,000,000 bushels of wheat with an ultimate safe capacity of 75,000,000 bushels and plenty of ground left for all other crops. Panhandle lands can all be handled with steam gang plows and other kinds of modern improved agricultural machinery and implements.

Winter wheat of the Turkish and Crimean types gives the best results, and therefore predominates. Spring wheat is also successfully grown, the types being Durum—commonly called Macaroni—and Blue-stem. Panhandle wheat is so rich in protein that it usually commands a market premium of 3 cents to 5 cents per bushel.

OATS

This year throughout the great grain states, the oats crop has either failed or returned a light yield. In the Texas Panhandle, on the contrary, the yield has been far above the average. While there are some startling variances in yield in adjoining areas for the same reasons given for the difference in wheat yields, it is true, nevertheless, that from 20 bushels to 80 bushels of oats per acre have been harvested this year. Any number of affidavits can be secured to substantiate all statements in this booklet as regards acreage and production of the various crops mentioned.

The staple and most profitable crop of oats comes from the Texas Red rust-proof variety of the cereal. Planting takes place in late winter or early spring, and the average yield for five years has been close to 35 bushels per acre. Panhandle oats command an unlimited preferential trade from all Texas and the south, both as feed and seed. No one can predict the extent of the ultimate production of oats in the Texas Panhandle.

MILLET

Millet constitutes a crop of immeasurable value and importance in the agricultural and live-stock industries of the Panhandle. No crop could be better adapted to the region, or yield with more certainty and abundance. All the leading varieties are produced, such as the German, common Hungarian, and Proso or hog millet.

Millet is frequently sown as a quick catch crop following the small-grain crop of wheat and oats, and such plantings rarely fail to mature and afford compensating summer and early fall pasturage. The hog millet is an excellent forage, and the threshed grain is extensively used for fattening hogs and sold as a poultry feed.

The many varieties of millet thresh out from 20 to 30 bushels per acre, and the German millet seed has an invariable market value around \$1.00 per bushel, the other varieties bringing about 75 cents per bushel. The grain from the German millet goes out of the Panhandle to other sections of Texas and the south as seed. Baled millet straw commands an average market price of about \$8.00 per ton on board the cars. Vast quantities of millet are grown for hay, being cut while the seed is in the dough; and, owing to splendid curing conditions, when baled it has a bright deep green color and sells for from \$10.00 to \$12.00 per ton on board the cars. Several thousand cars of this hay are annually shipped out of the Panhandle, finding a ready market everywhere.

Farmers and stockmen reserve large lots of millet for home consumption. The millet crops this year are an inspiration, and the income therefrom will reach staggering figures. Some farmers have as much as 500 acres in millet and a great deal of the crop is now moving as hay,

while later on the surplus will move as seed, hay, or baled straw. The possibilities of the millet crop alone are too huge to be readily believed. One must see them.

SORGHUM

It is almost beyond question that nowhere in all the world can be found a more perfect adaptability to soil and climatic conditions than is the case with the several varieties of sorghum to the entire Panhandle region. Beginning with the feed patches planted by the ranchmen 25 years ago, the crop development has been steady down to the present time. A complete failure of this crop has never been known in the Panhandle.

In the fattening and feeding of live-stock and in the production of seed and hay the sorghum crops rank high as money makers, as well as being generally indispensable to the welfare and prosperity of both the farmer and the ranchman. The varieties grown are the Amber, Orange, Sumac, and Gooseneck, and certain leafy varieties are produced solely for hay, being sown broadcast and harvested just as the head begins to form. When cured and baled this hay sells for \$10.00 to \$12.00 per ton on board the cars, and the yield is from 2 to 3 tons per acre.

Other varieties with more saccharine are grown for the seed, yielding from 20 to 30 bushels per acre, and sold at \$1.00 per bushel on the cars. This seed is used for the production of a cane from which sorghum molasses is made. The Panhandle could become wealthy growing sorghum alone. Owing to the saccharine and carbohydrates, Panhandle sorghum is an exceptionally strong and fattening feed, that will always command a high position in the estimation of Panhandle farmers.

TIMOTHY AND CLOVER

These crops have not yet advanced far enough beyond the experimental stage to give great promise for the future. In some fields, however, for three successive years two cuttings each year were had, and the farmers making the tests have had sufficient encouragement to adopt timothy and clover as permanent crops.

FLAX

Tests in the northern and eastern portion of the Panhandle prove an unquestionable adaptability of flax to the soil and climate of this section. Yields of from 16 to 20 bushels per acre have been obtained. This year a farmer in the vicinity of Amarillo put a considerable acreage in flax with the most gratifying results. The flax acreage in the Panhandle will increase greatly with every succeeding year now that the success of the crop is assured. One farmer intends to devote 1000 acres to flax next year. These facts tend to show the constantly enlarging list of crops from which the Panhandle farmer can make an elective choice.

PEAS AND BEANS

All over the Panhandle cow-peas, black-eyed peas and several varieties of beans are grown. The Whippoorwill, Clay and Red Ripper varieties yield abundantly in peas and vines for hay, and they contribute no little to soil conservation and enrichment. Black-eyed peas and beans are produced for market, and are immune from weevil, being also just as prolific as in California.

PEANUTS

The growing of peanuts in the Texas Panhandle is conducted on a large scale. The yield of the crop is abundant and dependable, the plumpness and richness of the kernel being very superior. All varieties thrive, from the Spanish to the large Virginia peanut. They have a splendid commercial value aside from their value as feed for hogs. Belonging to the family of legumes, peanuts are excellent soil builders.

SUGAR-BEETS

Throughout the entire Panhandle there are untold thousands of acres suited to the growth of sugar-beets. As yet, but a very small per cent of the suitable area has been devoted to this crop. Growers in this section, however, are fast coming to realize the possibilities of the sugar-beet. Tests have shown yields of from 7 to 10 tons per acre. The analysis of the Panhandle beet discloses a sugar content of 22 per cent on an 85 per cent purity basis. This is somewhat above the average for the more famous sugar-beet regions. Needless to say, Panhandle growers are determined to develop this crop to the utmost, and Panhandle capital is beginning to erect large sugar-beet factories that probably will become very powerful competitors of those in Colorado and other centers of this industry.

COTTON

As previously stated, cotton is the only crop not generally grown in the Panhandle. Nevertheless, in the eastern and southern tiers of Panhandle counties, cotton has been added to the list of staple crops, and about 100,000 bales will be marketed this year from these counties. There is no such thing as boll-weevil or other cotton pests in the Panhandle; the fiber of the staple is long and strong, and its seed the richest in protein and fat yet discovered. The cotton zone reaches to within 28 miles of Amarillo on the east and southeast.

By selections from the best earliest maturing stalks and fruit for a number of years, a distinctive early variety of cotton has been propagated that promises to flourish over the Panhandle north and west of Amarillo. Experimental patches from this early seed this year prove the foregoing assertion. Hitherto the great difficulty has been to get the bolls matured before the earliest frost of the Upper Panhandle, a difficulty that has been overcome by the sturdy early variety recently developed by government experiment stations and a few cotton experts in this section. Today the Panhandle farmer is enthusiastic over the outlook for a cotton future.

ORCHARDS AND NURSERIES

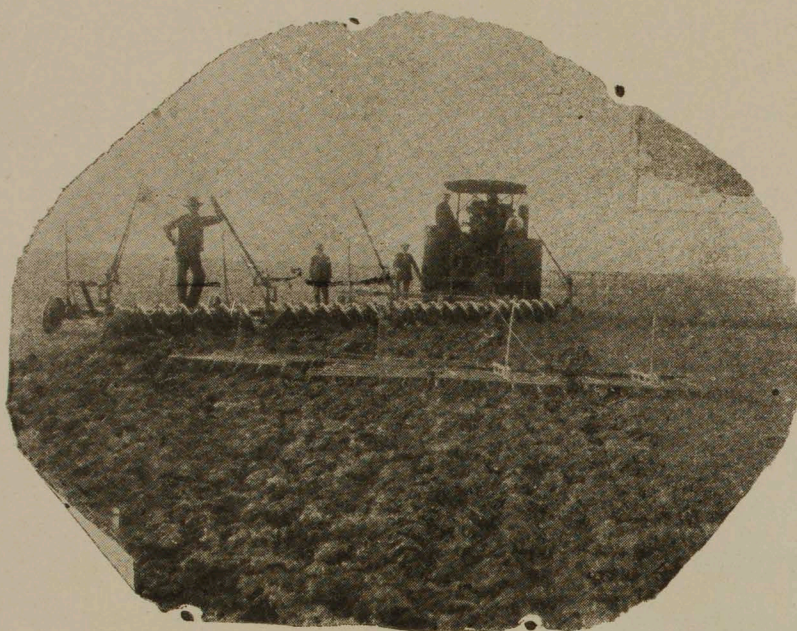
A very great variety of fruits and berries thrive and mature in the Panhandle. Apples, apricots, peaches, cherries, grapes, currants, plums, pears, prunes, strawberries, blackberries, gooseberries, dewberries, do exceedingly well in this region. Panhandle apples are really famous, having taken nearly all the premiums at the Texas State Fair at Dallas for several consecutive years. Pears, cherries, and plums are extraordinarily certain and hardy. Panhandle strawberries have a ready sale in all the mar-

kets of the country. Many nurseries throughout the Panhandle are providing for the future of the fruit industry.

VEGETABLES AND MELONS

The uniformly cool nights of the Panhandle insure the tenderest and crispest vegetables, and the most succulent cantaloupes and watermelons. Truck growers make big money, and some stations ship several

hundred car-loads of melons, cantaloupes, and vegetables every year. These products command top-notch prices. The Panhandle of Texas is destined to be the truck grower's Paradise, and those interested in this kind of farming should by all means investigate the outlook of this section of the country.



"The Plow's the Thing"

Every farmstead having a well and windmill can irrigate easily from one to several acres with practically no additional expense, and these acres would produce vegetables, melons, fruits and trees that would not only make the surroundings of the home more attractive, but would enable the family to live

in comfort and luxury, guaranteeing besides a big yearly income if the surplus is offered for sale. Much can be done without the irrigation, but vastly more with it. It is almost like a fairy story to read in the Panhandle press the frequent reports of the accomplishments of those devoted to truck-growing in the vicinity of the Panhandle towns.

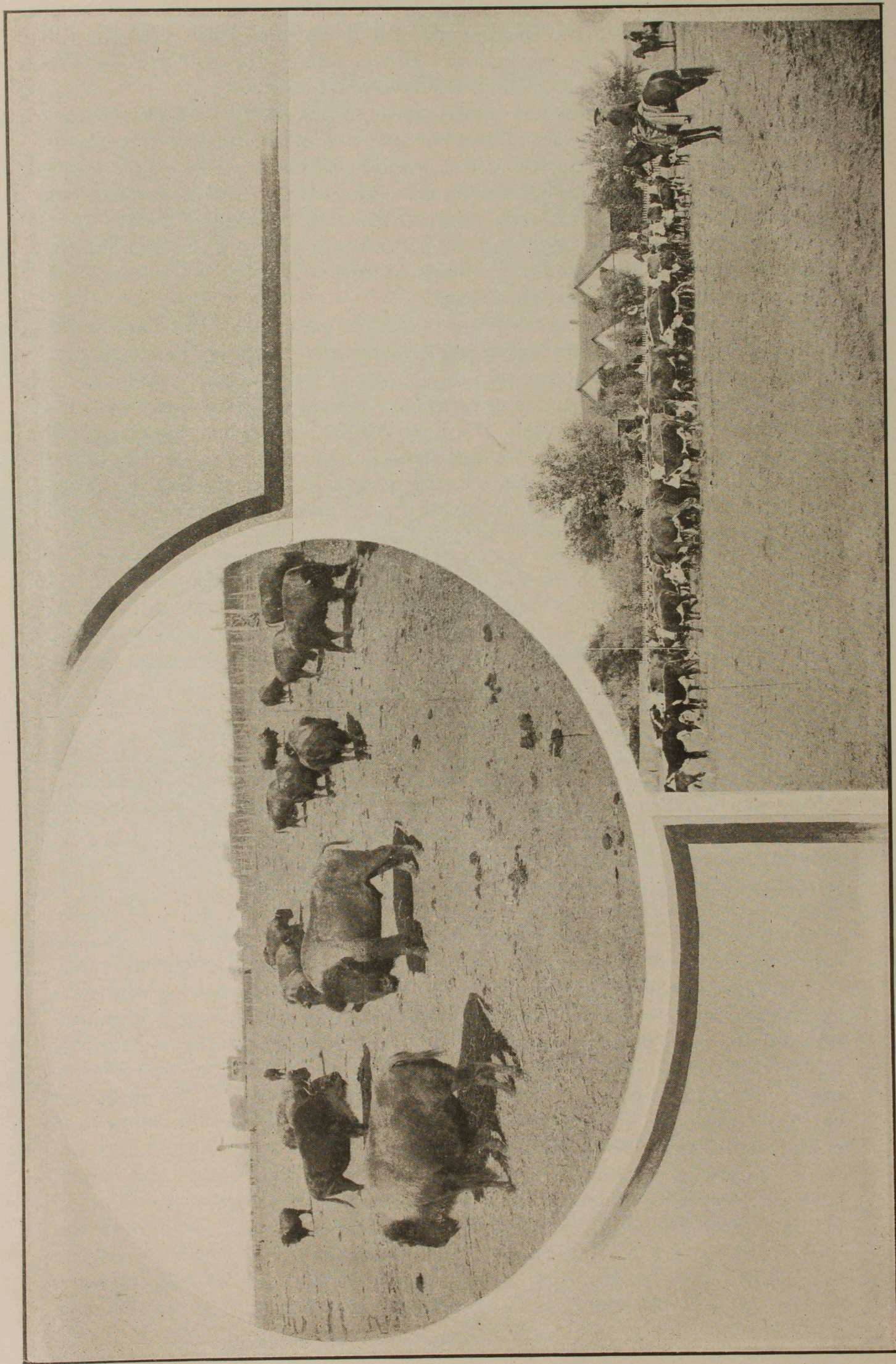
TREES

In the canyons and along the lowlands of creeks and rivers there are many large and beautiful trees. The predominating native trees are the cottonwood, sycamore, cedar, locust and ash. Farmers plant trees and cultivate them for such purposes as shade, ornamentation, windbreaks, and fence posts. As a result of the rural and urban population, trees are now appearing everywhere, and a certain and permanent development is assured.

WATER AND IRRIGATION

The quantity and quality of Panhandle water has received some treatment under a subdivision of Amarillo's resources; but too much cannot be said about this vital topic. At depths varying from 5 and 10 to 50 feet in the shallow belt to 250 to 300 feet at Amarillo and from 350 to 400 feet in the trans-Canadian Panhandle, there is an underground sheet of flowing water with the fixity of the everlasting stars. The water is uniformly soft and pure.

For all ordinary uses the water is lifted by windmills, whose tow-



Only surviving herd of Buffalo is near Amarillo, Texas.—A Panhandle Stock-Farm

ers stand as beckoning sentinels every mile or so in all directions the full length and breadth of the Panhandle. Power pumps are used in those districts where irrigation has gained the strongest foothold.

Apropos of the subject of irrigation, it may well be asserted that the Texas Panhandle is destined to become one of the largest continuous fertile irrigation areas known to the confines of civilization. This statement can be understood when one realizes the ease with which water can be had for irrigation purposes—simply for the digging. Wells are yielding their 1500 and 2000 gallons per minute all over the Panhandle. This means that there are no problems of how to get the water, but only of how to use it to the best advantage.

Surface irrigation is common in limited sections of the Panhandle, although the best experts deem sub-irrigation more advisable, because by this system evaporation is minimized, moisture penetrates deeper, the soil is benefitted and water is conserved. Where sub-irrigation systems have been installed, absolutely the best results have been obtained and the value of land has been increased from 50 per cent to several hundred per cent in a single year's time. There is very little doubt but that Panhandle farmers will eventually adopt this method of irrigating, which will make the entire Panhandle blossom like another Eden.

BUILDING STONE

At Amarillo and in many other sections of the Panhandle splendid sandstone quarries furnish superior building stone. Many of the most attractive and substantial residences and public buildings in the Panhandle cities have been constructed of this material.

LIVE-STOCK INDUSTRY

It would seem almost superfluity to say much herein on the subject of live-stock in the Panhandle, because this industry has been heralded the world over and has made the Texas Panhandle famous for all time to come. The rich, nutritious native grasses, the high altitude, the cool summers and mild winters, pure water and the freedom from ticks, scab, parasites, cholera, contagious diseases, and practically all the ills that menace cattle in other sections, insure for the Panhandle a pre-eminence in the breeding, rearing, fattening, and feeding of cattle, hogs, sheep, and other live-stock not attainable in any other given section of the universe.

The advent of agriculture has heightened the industry. With forage, grain, and cotton-seed cake all loss upon the open range is eliminated, and the weight and growth vastly increased. With the land going under cultivation, live-stock holdings will be augmented, as stock-farming is now and forever the watchword in the Panhandle. The shabbiest cattle from old Mexico or south Texas expand and grow almost beyond comprehension in the Panhandle.

There is a laudable tendency towards thorough-bred live stock, such as Hereford, Durham, and Polled Angus in range cattle, Poland China, Jersey Red and Berkshires for hogs, Percheron and German Coach horses, Shrophire and Merino sheep, Kentucky Jacks and Percheron mares for mules. Already the Panhandle is justly famous for its horses and mules. What will eventually be accomplished in hog production through-

out the Panhandle not even the most knowing ones have the temerity to prophesy.

POULTRY RAISING

Poultry raising is one of the baby industries of the Texas Panhandle—with a big and promising future. Generally favorable conditions for this adjunct of stock-farming are everywhere found. Many sections now ship chickens, turkeys, and eggs by the car load. In a grain and stock country like this, where the climate is so favorable, it would be impossible for the farmers to neglect this profitable industry. If the large eastern poultry raisers but half realized the possibilities of the Panhandle, they would move to this section with the least possible delay—and become rapidly wealthier than ever they may have dreamed.

AGRICULTURAL AND ANIMAL INDUSTRY BUREAUS.

The United States Government maintains at Amarillo an agricultural experiment farm, also a bureau of animal industry. Anyone wishing to verify statements in this booklet, or to secure further information about agriculture and live-stock in the Panhandle, might write to the officials in charge of these governmental departments.

DAIRY FARMING

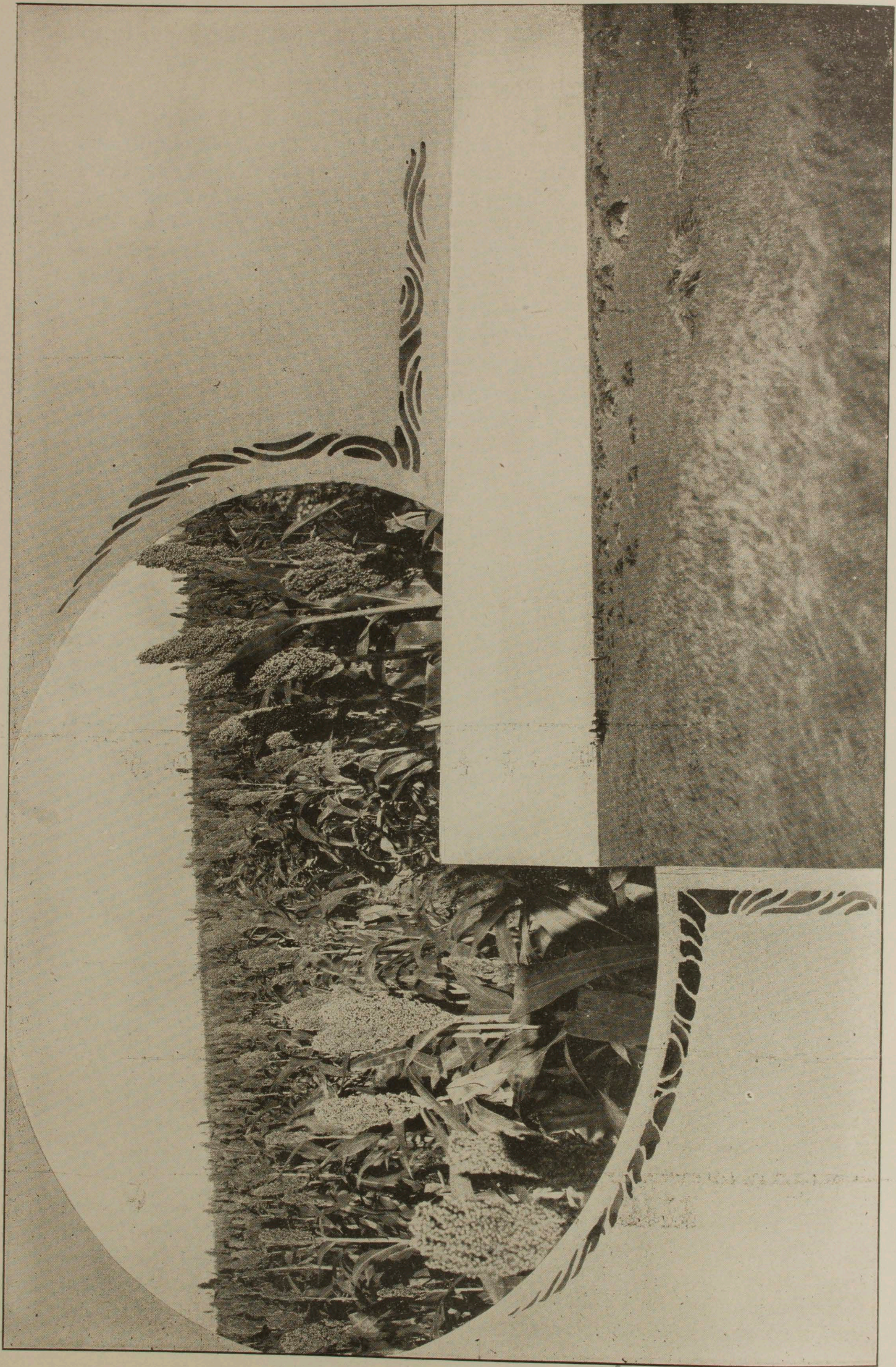
Products of dairy farms have an extensive local consumption throughout the Panhandle, and are staples on the markets of the large cities of the country. The dairy and poultry business now so promisingly commenced in the Panhandle will prove the same means of reaching opulence on the part of the farmers of this section as has been the case with those of the older agricultural states. The many thousands of dollars paid out yearly to the farmers for these products enable them to meet their current expenses through good crop years and bad, making it possible to start bank accounts and swell them with the proceeds of the larger crops.

There is plenty of room for creameries in the Texas Panhandle. One concern in Amarillo does an extensive business in butter, milk and ice cream, the supply of milk coming from farmers near the city and from stations on all the railroads for a distance of more than 100 miles. This creamery covers the entire Amarillo wholesale territory with its products.

MARKETING PANHANDLE PRODUCTS

Properly to appreciate the value of Panhandle products one must understand that Texas, with its 4,000,000 people, now takes and will continue to take for many years practically all the grain, hay, and forage the Panhandle will have to spare. The Texas Railroad Commission has provided low freight rates for all these commodities to all points in the state, including Galveston, the great sea port city. Grain and hay rates from the Panhandle to the remotest Texas points will average less than half the freight rates on the same commodities from interstate points to Texas points.

To illustrate:—a ton of Alfalfa hay moves to Texas points from the Panhandle on a maximum rate of 15 cents per hundred pounds: and from New Mexico, Colorado and Oklahoma on a 30 cent rate, a difference in favor of the Panhandle of 15 cents per hundred pounds, or \$3.00 per ton, or \$12.00 per acre counting on the usual four cuttings to the



Panhandle Kaffir Corn.—Panhandle Wheat Field

season. In like manner the difference in favor of the Panhandle producer is 10 cents per bushel on wheat, 9 cents per bushel on corn, 8 cents per bushel on kaffir and milo maize, 5 cents per bushel on oats, and \$3.00 per ton on hay, with a similiar ratio on other products. These very favorable Texas freight rates result largely to the benefit of the Panhandle farmer.

The same conditions apply if the products are to move for export through Galveston. Whatever is grown in the Panhandle, therefore, is worth several dollars more per acre to the producer than the same products are worth to the producer of other or adjoining states. The force of this fact is illustrated by the wagon haul from adjacent states to the Panhandle border shipping stations—hauls of from 10 to 50 miles. Favorable conditions for marketing augment the farmer's income; and in these respects the Panhandle leads every other section of the United States.

STOCK-FARMING IN THE PANHANDLE

Stock-farming is the key-note of Success and the Open Sesame of Wealth in the Texas Panhandle. In farming, as in every line of successful business, men must endeavor to get the greatest amount of revenue on their investment. To do this in any business, the leakage and waste must be stopped; and the only real way to prevent leakage and waste in farming is to raise all kinds of live-stock on the farm. In the following article, written by an expert, the ideal Panhandle stock-farm is described. The subject is of such vital importance to all who settle in this section, that it deserves the careful study of those who may be inclined to engage in farming in the Texas Panhandle.

Let us take 640 acres—a section of land—which will cost at the present time, if all smooth land, \$10,000 to \$15,000, land partly smooth will cost from \$5,000 to \$7,000 according to location. Now let us see what we can do with this land on the stock-farming plan; and above all, let us see if it will pay.

First, let's put down a well and equip it with a good windmill and an elevated reservoir for house and barn use. This will cost around \$350 and the fencing about \$400. Now we will prepare an earthen reservoir, 75 by 100 feet, on top of the ground, by taking sod turf and building a pyramid dam 5 feet high. In this country, such a reservoir will hold water like a jug, and the well will raise a sufficient supply to keep it filled all the time. In this reservoir you can raise more fish than your family can consume, so there will be some for the market. It will be just the place to raise some ducks or geese, for which there is a ready market at all times. Here is also the source of irrigation for your garden, trees, shrubbery, and lawn, so that your country home may be beautiful as a country home should be. You have not been out one cent on your earthen reservoir except your time and labor in building it.

Now let us build a house according to the size of your family. A four or eight room house will cost from \$1000 to \$2000. The native mesquite grass, if mowed every two or three weeks, will make a most beautiful lawn. A good barn that will take care of ten to twelve horses and have room for feed will cost \$500. A shed for implements and sheds and

corrals for cows, hogs, and poultry will cost \$300. You are now ready to stock up with the following:

50 high grade cows and a good male	\$2,500.00
10 good brood mares	1,500.00
10 good brood sows and a good male	150.00
25 good chickens	25.00
25 good turkeys	25.00

Plant to feed and grain crops 100 acres out of the 640 and you will have more feed than your stock and poultry can consume in the winter months; hence there'll be some for sale. Use 40 acres for a building site orchard, garden, lot and calf pasture. You have 400 acres left for other Panhandle crops and for your stock and their increase, which will be exceeding great, for this is the best country in the world for stock and poultry.

From the actual figures, it is seen that 640 acres in a farm, improved and stocked as stated herewith, will vary in actual cost from \$12,000 to \$20,000. To go right down to straight farming in the Panhandle, one year with another, the returns on a similiar investment would be nothing in comparison to what they are in stock-farming. With the stock-farmer there is no such word as failure in the Texas Panhandle. For instance; one need not lose a single grain or stalk of feed on a stock farm. Your hogs, chickens and cattle will stop the leakage and waste absolutely. Again, in stock-farming, you not only receive the full price for your farm products, but you just about double the price of it when you feed it to your stock and poultry. Add to these facts the fat that the grass puts on your stock without even the assistance of your labor, and it will be clear that, with every breath you draw, you are that much further along toward a competency for life, and even while you sleep your worldly goods are increasing.

A section of land will of course take care of twice the amount of stock and perhaps more than ten times the amount of poultry herein mentioned; but the outline given is good enough for the start, and, if followed, will bring eminent success with absolute certainty. Again, one can engage in stock-farming in the Panhandle on a smaller or larger scale as desired. It can be proven upon investigation that a man can live cheaply and comfortably on a stock-farm in the Panhandle, and the gross income will be close to \$5000—more times over than under that figure on 640 acres. One raises his own meats, eggs, butter, milk, and vegetables, and in three years will have a bearing orchard. Here is good money, saved, over and above the stoppage of waste and leakage as described above. Thus the stock-farmer is bound to reap the greatest returns from his investment.

THE WAY TO RAISE HOGS IN THE PANHANDLE. According to the number of hogs you have, plant a patch of sorghum for early spring feed, one for middle summer, and one for late fall. Turn the hogs into these patches as necessary. Have a field of peanuts to put them on for fall fattening and do not worry about them getting fat. You will have the best flavored meat on earth, and the price for which you will sell will be top-notch. It will cost about 3 cents a pound to raise a one-year old hog that will weigh 250 pounds and bring you \$15.00. Ten sows will undoubtedly give you 100 pigs like this in 12 months.

THE WAY TO RAISE CATTLE IN THE PANHANDLE.

Turn them in the rich mesquite pasture for 8 months of the year, without any other feed whatever. It is not necessary many times to feed them during the winter months, but you can surely have the feed stored away for use when you need it. By all means silo your maize and kaffir, as well as some of your sorghum, and store what grain you need, which will not be much when you have a silo.

You will get 95 per cent of a calf crop and likewise of colts. Fancy calves at the age of 8 months and 10 months bring at the farm \$15 to \$18 a head, and all the while you will be getting milk and butter from your herd—more money. Horses and mules in the Panhandle bring the highest standard price the world over; or, perhaps, a little more on account of their extra quality and the growing demand of so many people moving into the Panhandle and needing work stock. Your chickens, eggs, turkeys, ducks, and geese will buy your groceries, and, if properly cared for they will also foot the dry goods bill. There are few doctor's bills that you need figure on, because, in this most salubrious of all climates, a doctor's bill usually means another stock-farmer or a pretty girl for some promising stock-farmer's son. Thus if you are a stock-farmer, you will find the Texas Panhandle the best country on the globe in which to live and prosper.

But there is still a very important consideration in stock-farming—one that every farmer should bear in mind. The land of the stock-farmer is not impoverished by the drain of growing crops every year, because the droppings will improve the soil. Then, too, there will not be the trouble of hauling off every year such quantities and varieties of crops. He will raise chiefly only what will feed and fatten his stock, which in due time will go to the market. With a home packing company in Amarillo, and with easy and quick access to the markets of Fort Worth, Oklahoma City, Kansas City, St. Louis, Omaha and Chicago, together with the ever increasing demand for Panhandle stock, there is a certainty of success if equalled in the United States of America. Many people have their excess for the stock-farmer in the Panhandle country that is not surpassed stock, poultry, and implements to start with, needing only the land to put them on. If they seek the ideal place in the world for this profitable business, a country practically free from all diseases affecting man or beast, let them by all means come to the Panhandle of Texas. Now is the time to come, because in ten years from today these \$15 to \$25 lands will surely be worth from \$50 to \$100 per acre, and in the meantime you will have made money every year, while as your stock increases in number and value, it will give you that much more leverage in the financial world.

"JUST TO SHOW YOU"

Before laying this little booklet aside, we would like to have you learn what the Panhandle has accomplished in one of the worst years that ever visited this section. The year of 1909 was by no means a year of total failure, but crops were short and rather inferior in several respects. Yet, notwithstanding all this, the Panhandle country took the following prizes for its exhibit at the Texas State Fair at Dallas:—

First prize for best farm exhibit from any county or association in Texas; and first prizes for best Nicaragua wheat, best wheat (any var-

iety), best half dozen stalks of corn, best rust-proof oats, best alfalfa hay, best sugar-beets, best kaffir corn, best watermelon, best kershaw, best Hubbard squash, best cabbage, three first prizes for apples, first prize for best turnips, best sorghum molasses.

Second prizes as follows:—for best wheat (any variety), best barley, best half-dozen stalks of corn, best watermelon, best sugar-beets, best kershaw, best Hubbard squash, best celery, best cabbage, best Ben Davis apples, apples in any class, best milo maize, best potatoes, best popcorn.

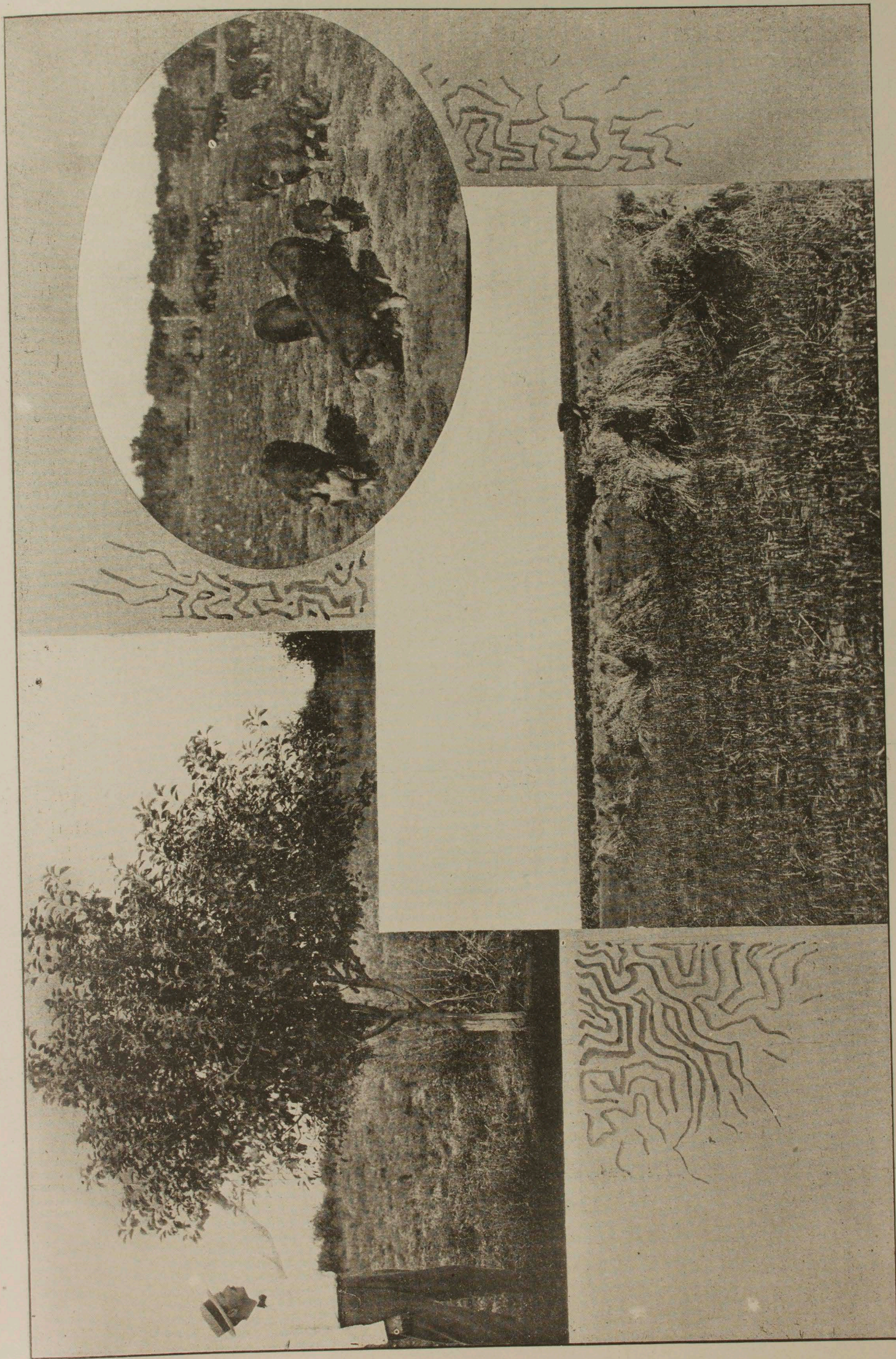
Verification of these facts can be had from the pages of the Texas Stockman-Journal, published at Fort Worth, Texas, and under date of Wednesday, October 28, 1909. In said issue will found a very flattering report on the achievements of the Panhandle country. A country that can accomplish so much under conditions not the best—as in 1909—well deserves all the optimism that we cherish for its present and future. We will open the eyes of those who are so fortunate as to see the Panhandle exhibits at Dallas and Chicago this Fall. Nothing will please the Panhandle people more than the chance “just to show you” what we have and tell you how we do it. Of course the very best way to see what the country can do is to see what it is; therefore we invite every reader of this booklet to come and travel over the Panhandle of Texas, and take a look at Amarillo, the Queen City of the Plains.

PAST, PRESENT, AND FUTURE

The immensity of the Texas Panhandle and its proven resources make elaborate description and exhaustive narration quite impossible in a booklet of this kind. It is hoped that enough has been told to convince any open-minded and thinking man or woman that no new country in the world can offer superior advantages and opportunities than those abounding in the Amarillo and Panhandle country. It is an ideal place for the pursuit of health, comfort, competency, and riches.

It must be remembered that there have been no homestead rushes in the Panhandle. The settlement and development so far made has been by a sturdy, well-to-do class of which any community or state would be proud. Lands have gradually and automatically risen to a present level of \$10 to \$25 per acre, the price depending on location and proximity to a shipping station, village, town, or city. These Panhandle lands can yield and certainly are yielding more net income when combined with stock-farming than the \$100 lands north and east.

It is not lack or uncertainty of productiveness and yield that causes the present comparative cheapness of Panhandle lands, but rather the simple lack of people. There are about 150,000 people in the Texas Panhandle, with room for 1,000,000 happy industrious, prosperous settlers. If the world only knew half the real truth about this section, the Panhandle would be overspread with farmers almost in a single night. The time is near at hand when the truth will be known—and then the “deluge”. The way to get at the truth is by personal and thorough investigation, do not buy Panhandle land until you are sure that the price is right. IF you proceed with as much caution as you display in any other form of investment, then it is absolutely certain that you will become, like the rest of us, a most enthusiastic booster. If you are unfortunately caught in the meshes



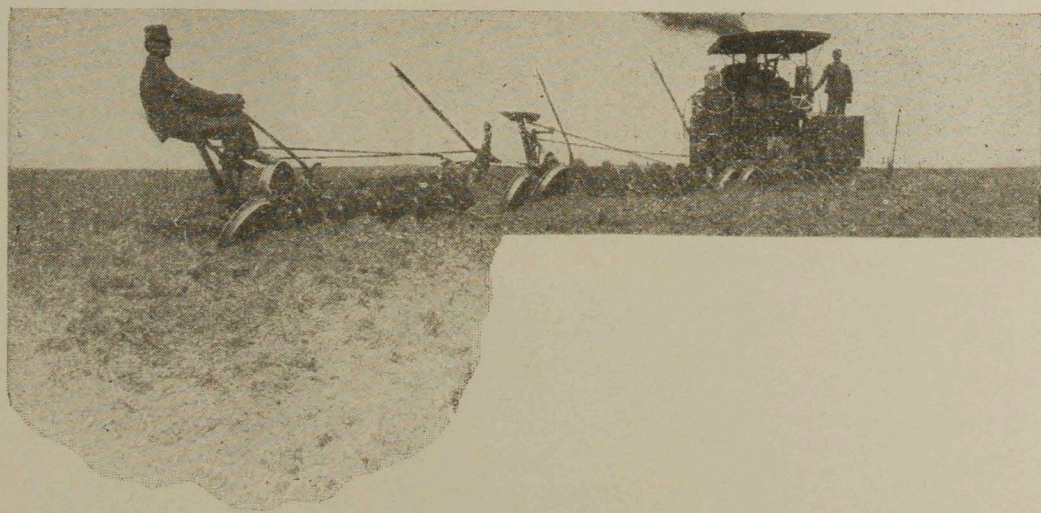
In a Panhandle Apple Orchard
A Large Field of Panhandle Oats and Corn
Panhandle Hogs and Alfalfa

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of a land shark, it is equally certain that you will eventually become a "knocker" of the deepest dye. That would hurt the section unjustly; and to avoid such sources of dissatisfaction, the Amarillo Chamber of Commerce will gladly assist anyone who desires to get an estimate of the real value and possibilities of land anywhere in the Texas Panhandle.

From an agricultural point of view, the year 1911 has been one of disappointment throughout a major portion of the United States. Yet we find the Panhandle of Texas with a total precipitation to date almost reaching the average annual rainfall; with immense crops of wheat, oats, kaffir, maize, sorghum, millet, broom corn, alfalfa, spelt, native grass, fruits, melons, vegetables, and fat cattle, hogs and sheep. If statistics covering the products of this year were now available, the average yields and grand total of value would astound not only the prospective settler, but even the most sanguine Panhandle enthusiast.

Now is the time to investigate the Texas Panhandle and to take hold of the opportunities that it is holding out to all classes of desirable citizens—there is no room on these boundless plains of God's own country for the undesirables; none but honest, upright, law-abiding, and God-fearing people are wanted or can succeed. Men and women of energy and ambition, young people longing for a future and fortune can find no more desirable home or farming district than right out here in the new Land of Promise and Plenty. The goddess Ceres has extended the conquering and magic wand of agriculture across and over the Panhandle, decreeing, that such shall be an opulent stock farming empire and that Amarillo, the central metropolis of this new Eldorado shall and must be one of the great cities of the mid-continent west of the Mississippi River.



ASK THE AMARILLO CHAMBER OF COMMERCE TO SEND A COPY OF THIS BOOKLET TO ANYONE WHOM YOU MAY KNOW TO BE INTERESTED IN THE TEXAS PANHANDLE. OUR ONLY PLEASURE AND PURPOSE IS TO DISSEMINATE TRUTH, TO PROTECT INVESTORS, AND TO ENCOURAGE DESIRABLE IMMIGRATION.

